

Using Social Media to Advance Your Issues

CCLHDN Conference
19 April 2011

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Session Facilitator

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Session Overview

- Social networking and social media 101
- Process points for online effectiveness
- Housekeeping 2.0: Getting things in order
- Understanding the roles of different channels
- 4 Essential processes for online impact

First Things – Definitions

- Social Networking
 - Online platforms that enable users to communicate and collaborate with friends, friends of friends, even strangers
 - Examples: Twitter, Facebook, LinkedIn
- Social Media
 - Platforms that support social networking around digital content
 - Examples: Blogging, YouTube, Flickr
- The lines blur : ^)

Twitter

The screenshot shows the Twitter homepage for the user 'aspirationtech'. The top navigation bar includes the Twitter logo, a search bar, and links for Home, Profile, Messages, and Who To Follow. The main content area is divided into two columns. The left column, titled 'What's happening?', features a search bar and a 'Timeline' tab. It displays several tweets, including one from Razan Saffour about an attack on a mosque in Homs, Syria, and another from Zeinobia about the Syrian Revolution. The right column, titled 'Your Tweets 505', shows a tweet from CTNBayArea about becoming a computer tutor. Below this are sections for 'Following 114', 'Followers 302,529', 'Favorites 1', and 'Listed 952'. The 'Trends' section lists topics like #VWBeetle and #relationships. The 'Who to follow' section suggests accounts like nature_org and oxfamamerica. At the bottom, there is a link for 'Twitter-for-BlackBerry' and a footer with various links and the year 2011.

twitter Home Profile Messages Who To Follow aspirationtech ▾

What's happening?

Timeline @Mentions Retweets Searches Lists

RazanSpeaks Razan Saffour by edbice
Khalid ibn al-Waleed Mosque has been attacked. Intense ammunition can be heard from within. #Homs #Syria
5 hours ago

Zeinobia Zeinobia by edbice
Syrian Revolution : Homs' own January 25 !! #HumanRights #media #citizenJournalism → <http://bit.ly/g031QO>
2 hours ago

opSyria LiveWord? Syria by edbice
Update #OpSyria Seeing at least 17 dead in Homs, security forces denying medical services reported on ... - <http://liveword.ca/go/z6h> #syria
4 hours ago

knightfdn Knight Foundation by newscloud
Findings from the @knightfdn @p2173 #NewsChallenge eval. Analysis, profiles, progress. This June. [#knc](http://kng.ht/hCsPnn)
8 hours ago

ClimateHealthCx ClimateHealthConnect
RT @nytenvironment: Experts Busy Assessing Ferocity of Storms <http://nyti.ms/g3Qdd>
41 minutes ago

DPFocus DPFocus
<http://www.facebook.com/pages/NV-Coalition-Against-the-Death-Penalty/195000913866371?ref=ts&sk=wall> <http://fb.me/ZMqT22QK>
52 minutes ago

Your Tweets 505

15 Apr: **CTNBayArea** Become a computer tutor! Learn more next Monday at our online volunteer

Following 114

Followers 302,529

Favorites 1

kamigriffiths Just left Recently listed in: @aspirationtech. Thanks mattKayCWall, World Help, and misty for helping @ctnbayactivism, Betterment, lots

Listed 952

Trends

Worldwide · change

#VWBeetle Promoted

#relationships tip101

#noesgay

#youneedanasswhoopin

KhloMoney

Black Twitter

Stalley

Omegle

American Dad

Fidel Castro

Who to follow

Suggestions for you · view all

nature_org · Follow ×
Nature Conservancy

oxfamamerica · Follow ×
Oxfam America

ClaireInParis · Follow ×
Claire Ulrich

marcsmolowitz · Follow ×
Marc Smolowitz

Refresh suggestions
Browse interests · Find friends

Twitter-for-BlackBerry

n. the official Twitter app for BlackBerry.

About · Help · Blog · Mobile · Status · Jobs · Terms · Privacy · Shortcuts
Advertisers · Businesses · Media · Developers · Resources · © 2011
Twitter

Facebook

The screenshot shows the Facebook News Feed interface. At the top, there's a search bar and navigation links for Home, Profile, and Account. The left sidebar contains the user's profile (Allen Gunn), navigation links (Messages, Events, Friends), and various groups. The main News Feed area displays several posts from users like Jack Hecker, Evelyn Namara, and Thomas Kriese. The right sidebar features sections for Upcoming Events, People You May Know, Sponsored content, Grow your business, and Pokes. A chat notification is visible at the bottom right.

facebook 6 27 14 Search Home Profile Account

Allen Gunn
Edit My Profile

News Feed

- Messages 524
- Events 11
- Friends 172

Say No to UID
Crowdsourcing So...
Haverford
Digital Excellen...
InOak Lunch Bunch
More

Game Requests 36
App Requests 59
More

Friends on Chat

News Feed Top News · Most Recent 24

Share: Status Question Photo Link Video

What's on your mind?

Jack Hecker
Meatloaf excelled to the level of dancing on a rainbow with no fear
4 hours ago · Like · Comment

2 people like this.

Jack Hecker fromGary Busey
3 hours ago · Like

Write a comment...

Evelyn Namara and 4 other friends like Manal Bahey El-Din Hassan's status.
Manal Bahey El-Din Hassan Conceived in the revolution.. coming soon :D
Yesterday at 5:08pm · Like · Comment

Evelyn Namara, Alaa Abd El Fattah, Jessica Dheere and 41 others like this.
View all 55 comments

Write a comment...

Thomas Kriese is engaged.
8 minutes ago · Like · Comment

2 people like this.

Write a comment...

Mike Roman commented on Russ Thomas's status.
Russ Thomas is so glad to be a part of the 'Y' soccer experience. My three kids can go out and play their games without the pressure of wins and losses, because the 'Y' doesn't keep score. Now, would the combined record of my kids teams be 6-and-0 if we did keep score...yes. Would the combined scores be 6-to-zero, 9-to-2, and 7-to-2...yes. But what about the combined scores of my kids teams?

Upcoming Events See All

What's the event?

- 11 event invitations
- April 20, 2011: Day of Ac...
Wednesday 12:30am
- Louis Landry's birthday. See All

People You May Know See All

- Steve Tieman
7 mutual friends
Add as friend
- 曹漢雄
Add as friend

Sponsored Create an Ad

Grow your business
Grow your business by promoting it on Facebook. Click here to explore how to reach your customers with a social ad.

Pokes

- JR Roof · Poke Back
- Celia Alario · Poke Back
- Evan Henshaw-Plath · Poke Back
- Farhan Rehman · Poke Back
- Ellen Fernandez-Sacco · Poke Back

Chat (72)

But which tool is best for me?

- ▶ It depends...
 - Who are you trying to reach?
 - Where do they hang out online?
- ▶ It also depends...
 - What are your goals?
 - What value or benefit can you offer?
- ▶ Overall you need a strategy, and processes to support that strategy...

First Things – Process Points

- You need an overall communications strategy and process
 - Know how you describe org and work
 - Know what you're trying to achieve
 - Have well-defined processes for creating and posting online content
- Use social media plan in that context
 - Define concrete goals for online engagement, overall and per-program

First Things – Process Points

- Online communications are most effective when viewed as serving specific audiences
 - They are not virtual megaphones
- Initial social media strategies are best framed as supporting existing channels
 - Dip metaphorical toe in virtual agua
 - Grow from there based on results
- Respond to audience interest and support

First Things – Process Points

- Consider social media tools in terms of program and organizational goals
 - What are you trying to get done at the local level?
 - Who is online at the local level and what are they using?
 - How can SM deliver value to these people that supports your programmatic work?
 - Let your **audiences** tell **you**

First Things – Housekeeping

- Lock down your virtual real estate
 - Reserve any accounts you could envision using now or in the future
 - Facebook, Twitter, Flickr, YouTube, MySpace
 - Log in every 60-90 days to keep accounts live
 - Don't forget about domain names
 - Set them up to look like a family
 - Use consistent branding: images & language
 - Strive for naming consistency, usually based on organizational domain name

You have accounts, then what?

- Consider which online audiences you are trying to reach
 - Which channels seem most appropriate?
 - Initially focus on one or two
 - Integrate into publishing workflow
- Measure growth and response
 - Keep metrics on followers, fans, etc
 - Over time, where do audiences respond?
 - What propagates?

How to Track All These Accounts?

- Keep an inventory of online venues
 - Accounts & organizational “owner”
 - Domain names
 - Renewal dates where relevant
- Don't associate contact info with individual staff addresses, use aliases
 - e.g. twitter@aspirationtech.org
 - Have aliases go to more than 1 staff
 - e.g. operations manager + ...

Linking between accounts and site

- Set up links in both directions
 - On each social media account, specify organizational URL to link to “main” site
 - Update web site page template(s) to link to social media channels
 - Best practice: with email signup, above “fold”
 - Also to link to appropriate accounts (Facebook, Twitter) from contact page
 - *Potentially* link from staff pages

Advertise on All Pages

Aspiration | Better Tools fo... x
http://aspirationtech.org/

ASPIRATION
better tools for a better world

HOME ABOUT EVENTS CONSULTING BLOGS COMMUNITY PRESS DONATE

OUR MISSION
Aspiration connects nonprofits to software solutions that help them more effectively meet their missions of positive global change. We connect and strengthen physical communities of nonprofit users and software developers by convening and facilitating **innovative technology events**. We connect and strengthen virtual communities of nonprofit users and developers through the **Social Source Commons**, which maps out available software tools and related information resources. And we provide **capacity building services**, working with software developers to produce better tools for nonprofits, and with nonprofits to better leverage these tools.

Support Aspiration!
Aspiration is a 501(c)(3) nonprofit organization and if you are a U.S. resident, your contribution is tax deductible. Our tax returns are also available at [Guidestar](#).
[DONATE NOW!](#)

Follow Us On

Stay Informed!
Let us keep you informed about our upcoming events, projects and news!
Email Address:
[SIGN UP](#)

Integrating Social Media Into Your Website
Gunner | 14 Jan 2010 - 22:06
Aspiration is looking forward to delivering another webinar in TechSoup's most excellent webinar series, entitled **Integrating Social Media into Your Website**.
The webinar will be offered twice: Tuesday, January 19th (REGISTRATION FULL), and Thursday, February 4th at 11am (Register for free now!)

Webinar Overview
More and more organizations are benefiting from using social media tools like blogs, Facebook, and Twitter in their online communications. While the tools can be relatively straightforward to learn and adopt, many organizations struggle with how to effectively align messaging and communications across their online channels.
This webinar will focus on best practices for integrating social media into organizational websites, including basic nuts-and-bolts changes to web page templates and enhancements to contact, staff, and email sign-up pages. Effective and simple processes for coordinating various channels and maximizing traffic between them will be explained. In addition, a range of contrasts will be drawn describing the different natures and uses of the respective channels, and methods for measuring how different channels are driving traffic to one another will be presented.

Current Programs
Aspiration is a values-driven nonprofit technology organization.
Read Our Manifesto and let us know what you think.

- Social Source Commons**
Mapping the NPO/NGO software landscape
- eAdvocacy Capacity Building**
Empowering grassroots users and tool developers
- Open Translation**
Documenting and open translation movement
- NOSI**
The Nonprofit Open Source Initiative
- San Francisco Nonprofit Technology Center**
Collaborative workspace for nonprofit techies
- 2009 Nonprofit Software Development Summit**
November 18-20, 2009
- Penguin Days**
Nonprofits exploring Free and Open Source Software

Follow Us On



Stay Informed!

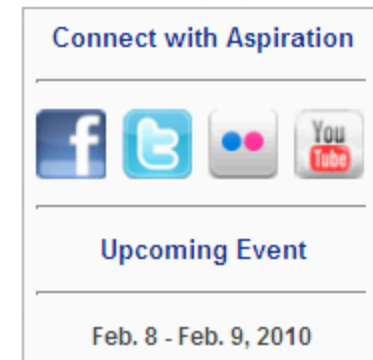
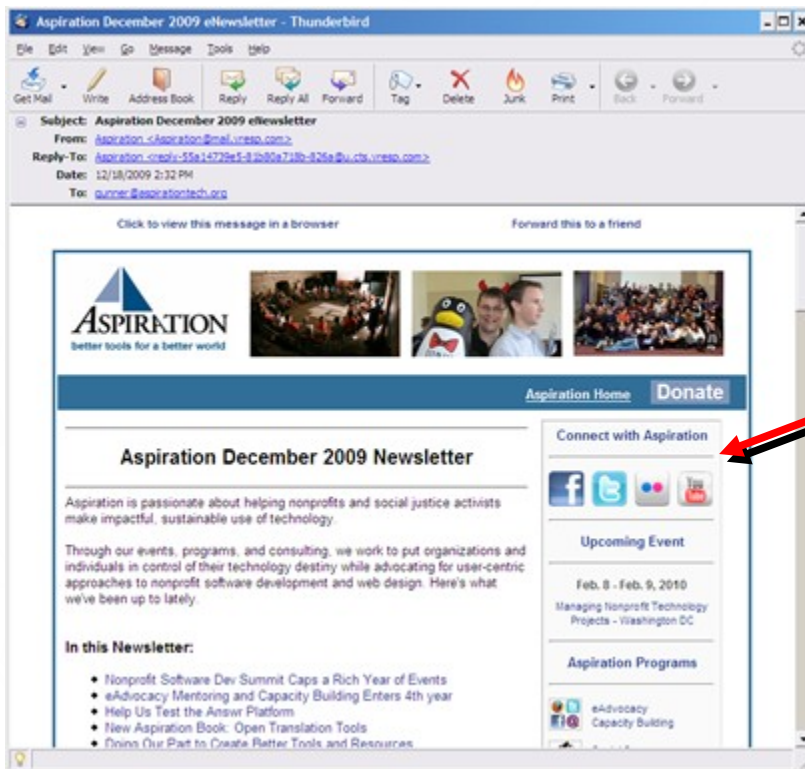
Let us keep you informed about our upcoming events, projects and news!

Email Address:

[SIGN UP](#)

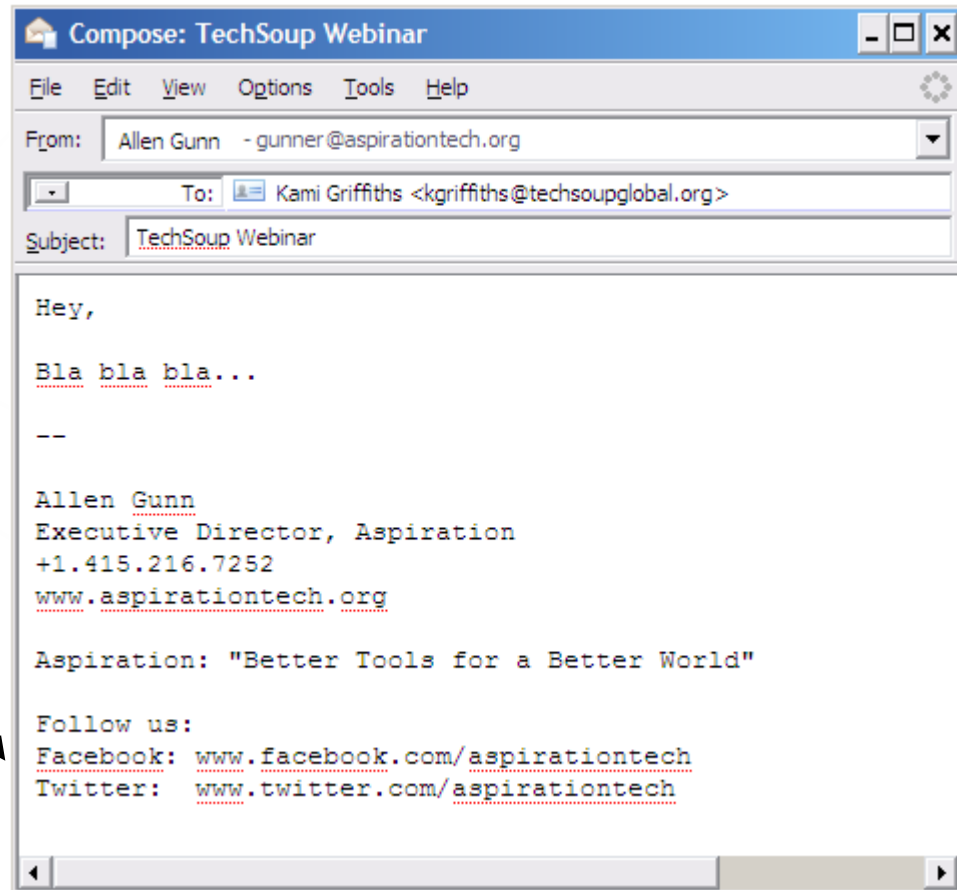
Add to Other Templates

- Email newsletter



Other Email Best Practices

- Add to signatures



Basics done, now what?

- You can start slowly and ramp up your use of/dependence on social media from...
 - Announcement service to...
 - Lightweight communications channel to...
 - Collaborative hub to...
 - Immersive community engagement sphere

Basics done, now what?

- How does one coordinate the different channels to maximize traffic?
 - Understand the role of each channel
 - Put processes in place to complement efforts across channels
 - Track and assess results and reach
 - Rinse and repeat

Different Roles for Different Channels

- Do you model your online channels as a spectrum of communications options?
 - Appropriateness of message to channel
 - Frequency of message
 - Tone and voice
 - Time and labor investment vs ROI

Spectrum - Target Audience



Blogging

Email

Web Site

Know you; want
constant information
and details
about your work.



Potential supporters,
learning about
your work
and organization

Spectrum - Tone and Voice



Blogging

Email

Web Site

First person singular

"I"

Informal and fun



First person plural

or third person

"We" or "The org"

Matching Tools to Message



Blogging

Email

Web Site

Late-breaking news,
Real-time updates,
Teasers, Flirts
Opportunistic asks



Planned messaging,
measured narrative
Urgent alerts,
Intentional asks

Control of Message and Brand



Blogging

Email

Web Site

Shared with
Audience



“Traditional”
org control

Frequency of Messaging



Blogging

Email

Web Site

Frequent - can be
daily or more often



Less frequent -
Weekly to monthly

Time and Labor Investment



Blogging

Email

Web Site

Substantial, tending
towards 24/7



Manageable, based
on past patterns

Return on Investment (ROI)



Blogging

Email

Web Site

TBD; uneven,
subject to change



“Knowable”, based
on past patterns

4 Processes for Sustainability

- ▶ Audience Assessment
 - Do you really know who you are talking to?
- ▶ Message Calendaring
 - Is all online messaging on a unified calendar?
- ▶ Publishing Matrix
 - Do you have a model for when to use what tool?
- ▶ Social Media “Dashboarding”
 - Do you know where you're mentioned online?
- ▶ Survey: Who uses all these?

Message Calendaring

- Organizational Questions:
 - Do you preschedule online messages?
 - How far in advance?
 - Do you message within narrative arcs?
- Message calendars enable you to
 - Track messaging arcs
 - Sustain consistent messaging
 - Coordinate internal processes/projects
 - Avoid list fatigue



Publishing Matrix

- Organizational Questions
 - Do you have an integrated way for deciding which messages go to which online channels?
 - e.g. What's tweet-worthy, what is “just” web content?
 - Do you think intentionally about the different types of content you publish?
 - Press releases, newsletters, events, blog post...

Publishing Matrix

- Build a publishing matrix
 - Each row is a type of content
 - Press release, newsletter, event, blog post
 - Each column is an online channel
 - Web site, email list, blog, Facebook, Twitter
 - For each type of content, which channels do you use?
 - Aspiration Example
 - www.aspirationtech.org/training/eadvocacy/templates/publishingmatrix

Publishing Matrix

		Aspiration Publishing									* indicates "Conditional"	
		Matrix Sept. 2009							These materials are distributed under a Creative Commons license: Attribution-ShareAlike 3.0			
Content Type		Twitter Tweet			Blog Post					LinkedIn		
		www	SSC	Answr	www	SSC	Answr	SFNTC	Pub (tab 2)	Gunner	Matt	
	Asp. Event	X	X	X	X	X	X	X	X	X	X	
		Come join RT @aspirationtech			Aspiration, SSC's mama organization is hosting the <event title><relate t							
	SFNTC Event	X			X			X		X	X	
		Interested in <event topic>? Stop by the SFNTC for...										
	Asp. Web Site Update	X	*	*	X							
	SSC Web Site Update		X			X						
	Answr Web Site Update			X			X					
	Aspiration Blog Post	X			X							
	SSC Blog Post	X	X			X						
	Answr Blog Post	X		X			X					
	New Publication	X	X	X	X	X	X	X	X	X	X	
	Press Release	X	*	*	X	*	*	X		X	X	
	New Staff/Board Member				X							
		Aspiration would like to welcome our newest employee/volunteer/whatever <perso										
	Asp. eNewsletter	X								X		

Social Media Dashboard

- A range of tools exist to let you track how you're being seen online
 - iGoogle, NetVibes, Radian6, etc
- Use a dashboard to track keywords
 - Organizational name and acronym
 - Campaign/issue keywords, staff names
 - Targets, opponents, decision-makers
- Is your messaging propagating?
 - What are the reactions?

Social Media Dashboard

Aspiration's Social Media Dashboard - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.netvibes.com/aspirationtech#Aspiration

Aspiration's Social Media Dashbo... Aspiration's Online Communications Pub... AspirationPublishingMatrixOct2009.pdf ...

Aspiration Social Source Commons SSC Blog Fundraising NPTECH Blogs

aspirationtech - Twitter Search

- RT @aspirationtech: RT @CommunityIT We're hiring! Two #nptech jobs available: Network Administrator & Sr. Project Manager <http://www.cit...> - 2 days ago
- RT @aspirationtech: Help ID missing people in Haiti via the Extraordinaries mobile micro volunteering platform <http://www.beextra.org/Ha...> - 3 days ago
- RT @aspirationtech: Help ID missing people in Haiti via the Extraordinaries mobile micro volunteering platform <http://www.beextra.org/Ha...> - 3 days ago
- RT @aspirationtech: Help ID missing people in Haiti via the Extraordinaries mobile micro volunteering platform <http://www.beextra.org/Ha...> - 3 days ago
- RT @aspirationtech: RT @CommunityIT We're hiring! Two #nptech jobs available: Network Administrator & Sr. Project Manager <http://www.cit...> - 3 days ago
- RT @aspirationtech: Help ID missing people in Haiti via the Extraordinaries mobile micro volunteering platform <http://www.beextra.org/Ha...> - 3 days ago
- RT @aspirationtech: Help ID missing people in Haiti via the Extraordinaries mobile micro volunteering platform <http://www.beextra.org/Ha...> - 3 days ago

next ➔

aspiration tech - Google Blog Search

- Join Us for the January Edition of Aspiration's Social Media ... - 2 weeks ago
- Aspiration December 2009 Newsletter is Out | Aspiration - 3 weeks ago
- What Should a Web Site Cost? | Aspiration - 1 month ago
- Managing Nonprofit Technology Projects - Washington DC 2010 ... - 1 month ago
- Travel Reimbursements for Nonprofit Staff | Aspiration - 3 years ago
- Aspiration Facilitates Pione Video Sprint | Aspiration - 2 months ago
- Aspiration Co-Organizes and Facilitates Asia Source III | Aspiration - 2 months ago

next ➔

Technorati Search for aspirationtech

Looks like this feed is not valid or currently not responding.

Delicious/tag/aspirationtech

Looks like this feed is not valid or currently not responding.

allen munn - Twitter Search

BackTweets link search for "aspirationtech.org"

- Learn how to better Manage Nonprofit Technology Projects at #mntpdc [#nptech](http://bit.ly/SMCBP9) - 3 days ago
- Learn how to better Manage Nonprofit Technology Projects - <http://bit.ly/SMCBP9> [#aspirationtech] - 3 days ago
- Learn how to better Manage Nonprofit Technology Projects! Come to #mntpdc <http://bit.ly/SMCBP9> - 3 days ago
- RT @socialactions: Events: Managing Nonprofit Technology Projects, Feb 8-9 in DC by ... - 5 days ago
- Events: Managing Nonprofit Technology Projects, Feb 8-9 in DC by @aspirationtech <http://bit...> - 5 days ago
- Events: Managing Nonprofit Technology Projects, Feb 8-9 in DC by @aspirationtech <http://bit...> - 5 days ago
- Join @Aspirationtech at the #SF Nonprofit Technology Center for their monthly social media ... - 1 week ago

next ➔

nptech - Twitter Search

- Delicious NPTECH Tags: Social Media Strategy Handbook (viharman) [#nptech](http://bit.ly/1LLPml) - 2 hours ago
- Impressed by the # of hits John McNutt's bibliography on electronic advocacy is getting through my Twitter link [#nptech](http://ow.ly/Y1mP) - 2 hours ago
- Hope to see you all at the Ethos Roundtable tomorrow! #ethos #ethosroundtable #nptech #massachusetts #proccoradonate <http://ow.ly/Y1mQ> - 2 hours ago
- Hope to see you all at the Ethos Roundtable tomorrow! #ethos #ethosroundtable #nptech #massachusetts #proccoradonate <http://ow.ly/Y1mP> - 2 hours ago
- Hope to see you all at the Ethos Roundtable tomorrow! #ethos #ethosroundtable #nptech #massachusetts #proccoradonate <http://ow.ly/Y1mG> - 2 hours ago
- Designing hashtags for emergency response http://mp/fj_bweak by @chrismassina #cchab #nptech (via @ellenrossano) - 4 hours ago
- More information on the @CauseWorld iPhone application to raise funds for nonprofits. By @kanter [#nptech](http://bit.ly/7LX5EO) - 4 hours ago

next ➔

Google Alerts - "Allen Gunn" Aspiration

Looks like this feed is not valid or currently not responding.

Comment Search for "aspirationtech"

Aspiration Facebook

Aspiration on Facebook
You are a Fan

Aspiration Talking to a small nonprofit about Flickr vs. Facebook for photos. Which do you think is better?
January 12 at 3:06pm

Aspiration Matt is leading a seminar on Social Media Dashboarding right now at the SFNTC (sfntc.center.org). Sound like something you'd like to know more about? Send questions to seminars@aspirationtech.org
January 8 at 2:15pm

Aspiration Bright-eyed and bushy tailed after some Holiday Hibernation! And by "bright-eyed and bushy tailed" I mean "eating emails to get through the pile and shaking with caffeine."

Aspiration has 560 Fans

Aspiration on Facebook

Anything Else?

- Control your data!
 - Unity: Know your data universe, treat as such
 - Redundancy: Have a complete and sustainable backup process
 - Control: Take steps to avoid losing access
 - Portability: Confirm your migration options in advance
 - Privacy: Honor “theirs”, assert “yours”

Obligatory Admonitions

- Control and unify your online identity
 - Route as much engagement as possible through domain name(s) you control
 - Presume Facebook and Twitter will die violently or fade to dust
 - See: “Friendster”
 - Specific case: Blogs
 - OurBlog.typepad.com is a bad idea

Resources

- **Aspiration publishing matrix sample**
 - www.aspirationtech.org/training/eadvocacy/templates/publishingmatrix
- **Aspiration's public dashboard**
 - www.netvibes.com/aspirationtech
- **Online Organizer's Almanac**
 - www.organizersalmanac.org

Summary

- Have an overall communications plan before worrying about social media
 - Focus on delivering value to audiences
- Housekeeping 2.0: Get things in order
 - Reserve the real estate, fluff the pillows
 - Configure your channels to link, advertise
- Have an incremental plan
 - Start social media stuff slowly at first
 - Respond to interactions

Summary

- Know purpose and norms per channel
 - Audience
 - Tone and voice
 - Frequency
- Follow best-practice processes
 - Calendaring
 - Publishing matrix
 - Social media dashboard

Summary

- ▶ At the end of the day, it's all about the data, not the tools and channels
- ▶ Control your identity and your data
 - Take control of your online destiny
 - Your data is your digital power and your path to online success

That's All!

- ▶ Questions?
- ▶ Comments?

Thank You!

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