Social Media for Social Good

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June 2009

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NetHope
WIRING THE GLOBAL VILLAGE

CISCO

Background

One of the key deliverables of my Cisco Leadership Fellowship[1] was to provide an overview of how nonprofits can use social media.   As I write this, I know that there is someone out there creating a new tool that will be out in beta soon that no one has heard of YET that may be the next big trend. While this paper provides an overview of some of the existing social media tools that are currently being adopted, what I would like to leave you with is the notion that the tools will most definitely change but people and human behavior is what we need to focus on when it comes to social media.

The guiding principle is that people drive change; not technology. The goal for social media for most nonprofit organizations is to create conversations with key stakeholders and for some, it is an opportunity to drive social innovation. Technology is merely the enabler and the challenge is to ensure building the right processes in an ongoing fashion.

Trust and relationships are fundamental building blocks. The key to social media is focusing on the people that your organization wants to connect with and using the tools to build those relationships. If your organization does not have a solid strategy in place, social media is not for you.   I'll explain in this paper why and I will also try to provide you with a high level overview of how to use social media to further the goals of your non-profit.

In developing this white paper, I spoke to a number of NetHope members and some of the key questions they asked me to address are:

- What are the best practices?
- What should CIOs know about social media?
- Where do we start?
- Should we Tweet? Facebook ? YouTube? Follow any bloggers?
- What are some of the tactics and examples of success?
- How do I measure the effectiveness (ROI) of social media?

I want to acknowledge that there has been a great deal written about how nonprofits should approach social networking. Beth Kanter, TechSoup, NTEN and so many other great non profit leaders who are listed in Appendix C have been key to my research. There are excellent posts like Beth Kanter's Determining Your Social Network Need, which outlines the four options nonprofits can take. While I started this project with the goal of creating a white paper, it has evolved into more of a handbook that I hope non profits can use to further their cause.

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[1] Cisco's Leadership Fellows Program gives high-potential/high-performing employees the opportunity to share their skills with nonprofit organizations worldwide while earning valuable leadership experience

I am providing this paper in PowerPoint so people can easily have access to content you can customize.   There are also hyperlinks[2] so feel free to click on the link to get to the original source of specific content or additional information.   I have also uploaded tools to NetHope's Sharepoint and you can find many useful tools listed in Appendix E on TAG.

Before we start on our journey, I wanted to make sure we are using a common language so the next page provides definitions for us to refer to.

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[2] Please right click on the hyperlink to go to the website. Some of the diagrams and photos also have hyperlinks.

Some Web 2.0 Terms

Definitions	
Aggregator	Software and applications that retrieve content from the web via structured feeds published by websites, podcasts, vlogs and other online content publishers.
Blog	Short for "Web Log", this is a site where people post their reflections on whatever they like (not necessarily technology or education). Two key features are the ability for other people to post comments to another person's blog and the ability to subscribe to new posts in a blog using RSS
Discussion Forum Internet Forum	An Internet forum, or message board, is an online discussion site. It is the modern equivalent of a traditional bulletin board, and a technological evolution of the dialup bulletin board system. From a technological standpoint, *forums* or *boards* are web applications managing user-generated content (Wikipedia)
del.icio.us	A social bookmarking site where web sites can be tagged with keywords. The social component comes into play with the ability to see what other people have used as tags or to watch new sites that are tagged by users who are interested in similar topics
Discussion Forum Internet Forum	An Internet forum, or message board, is an online discussion site. It is the modern equivalent of a traditional bulletin board, and a technological evolution of the dialup bulletin board system. From a technological standpoint, *forums* or *boards* are web applications managing user-generated content (Wikipedia)
Flickr	A social photo sharing site where users can upload their photos and share them as well as receive comments from other users. Photos can be tagged to locations on sites like Google Maps or accessed by other web serviced and combined in new ways called "mash-ups"
Micro-blogging	Form of multimedia blogging that allows users to send brief text updates or micromedia such as photos or audio clips and publish them, either to be viewed by anyone or by a restricted group which can be chosen by the user. These messages can be submitted by a variety of means, including text messaging, instant messaging, email, digital audio or the web (Wiikpedia)
News Feed	A Web file that allows sites to send updated information, announcements and news stories to other Web services. Many blogs and wikis generate newsfeeds automatically. Other newsfeeds are often marked by colored icon links referring to the common file types: RSS or ATOM, both of which are XML files
Newsreader	An application such as Google Reader (Web), Bloglines (Web), Feed Reader (Windows), Feed Demon (Windows), NetNewsWire (Mac) and Thunderbird (Win/Mac) which lets you subscribe read and organize different newsfeeds.
Online Community	A group of people that primarily interact via communication media such as newsletters, telephone, email, internet social network service or instant messages rather than face to face, for social, professional, educational or other purposes (Wikipedia)
Photo Sharing	Photo sharing is the publishing or transfer of a user's digital photos online, thus enabling the user to share them with others (whether publicly or privately). This functionality is provided through both websites and applications that facilitate the upload and display of images. The term can also be loosely applied to the use of online photo galleries that are set up and managed by individual users, including photoblogs.

Some Web 2.0 Terms

Definitions	
Podcast	A series of digital media files, usually digital, audio, or video, that is made available for download via web syndication. The syndication aspect of the delivery is what differentiates podcasts from other files that are accessed by simple download or by streaming
SaaS	Software as a Service is a model of software deployment whereby a provider licenses an application to customers for use as a service on demand. SaaS software vendors may host the application on their own web servers or download the application to the consumer device, disabling it after use or after the on-demand contract expires
Social Bookmarking	A method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata, typically in the form of tags that collectively and/or collaboratively become a folksonomy. Folksonomy is also called *social tagging*, "the process by which many users add metadata in the form of keywords to shared content"
Social Computing	Forms of web services where the value is created by the collective contributions of a user population
Social Media	People sharing information, having conversations and connecting online
Social Networking	Focuses on building online communities of people who share interests and/or activities, or who are interested in exploring the interests and activities of others. Most social network services are web based and provide a variety of ways for users to interact, such as e-mail and instant messaging services.
Tag	A keyword that can be attached to audio files, video files, web pages, photos, blog posts, or practically anything else on the web. Tags help other users to find and organize information
Tag cloud	A tag cloud is a list of all the tags used within a single blog or page. Many tag clouds make tags larger the more entries they have. This site has a tag cloud in the right sidebar.
Trackback	A tool that allows content that references other content to provide a connection between the two items. It's typically used by bloggers to link back to posts they have reference in their content. Trackbacks allow readers of blog content to follow conversations across several blogs on a particular topic.
Vlog or video blog	A blog where the content is provided in the form of video rather than text or audio. Like blogs and podcasts, vlogs can be syndicated via feeds.
Web 2.0	The 2nd generation of web where online content and applications are created, collaborated on and shared by the web community. It describes the web as a community controlled interactive tool rather than a publishing medium
Wikis	Collection of Web pages designed to enable anyone with access to contribute or modify content, using a simplified markup language.Wikis are often used to create collaborative websites and to power community websites.

Note: Many of the definitions are from http://www.wikipedia.com

Executive Summary and Point of View

IMPORTANT.

This white paper was created not by one person, but by many. It's a paper about the power of connecting with people online and using communities to get it done

The 12 Principles of Collaboration

Executive Summary and Trends
What do nonprofits need to know about social media and how to approach it?

There is a lot of hype about social media right now, which has created some confusion around when to strategically use it. The key is to realize that for any organization, social media is another channel to drive trusted relationships and community interactions.   It's important for any organization to have a plan that maps out their overall journey through a vision, strategy and an executable roadmap.

Many nonprofit organizations have effectively taken their strategy to the next level by incorporating web 2.0 and collaborative tools as part of their overall roadmap to delivering tangible outcomes. The key differentiator of Web 2.0 is the ability to move to interactive dialogue online.   Social media for nonprofits provides an additional channel to interact with key stakeholders. It can help drive more innovative strategies to drive volunteerism, raise funds and communicate with supporters and the general public. Social media needs to coexist and reinforce traditional communication and engagement strategies.

Social media is a considerable shift to the way people get information and what they do with it. It requires measurable goals and integration into the organization so there are no surprises. Social media is changing the way organizations and individuals are communicating. And there are numerous opportunities for nonprofit organizations to get noticed. This paper will help you understand more about this medium and how it may benefit you and your organization's goals.

Much of this is not new but this serves as a resource where you can find an aggregation of information. There are many great sites already available where the tech community, like Netsquared and NTEN, is providing information and guidance to nonprofit organizations about the power of social media. Another great resource for helping organizations navigate is RWW's a Web Toolkit for Non-Profits, which include tools for creating a web site, communication, fundraising, recruiting, and more.

So when did we start trusting strangers and what does it all mean?

Over the past few decades, the power of information has shifted. In the pre-media age, it was government, monarchy, and religious institutions who dictated the agenda through face-to-face communication. They were the ones to provide credible information to the public.   Then, with the emergence of mass media in the 1920s, consumers had a new source of information and opinion. Actually, they had multiple sources of information, where professionals dictated the agenda.

Since the beginning of the twentieth century and before the media has been a principle tenant of our culture, the leisure time and expendable income of the general public has grown in unison with the media empire which facilitates it. It opened up a wealth of new information sources, which also created the modern advertising market and marketing was built up upon this. However mass media was and still is a professional environment, ruled by big corporations.

But in the last ten years there has been shift in who dictates the agenda.   The web and social media tools like blogs, social networks and video sharing sites have made it incredibly easy for consumers to publish and share opinions.   At the same time, consumer input in the form of comments, ratings and rankings are now standard across a large number of sites, from retail sites to news sites.

Digital communications technologies like SMS, email and Instant Messenger mean that more and more of our communication is in a digital format. This moves us into an environment where it is much easier to share opinions and influence as well as maintain larger and more remote "friend" networks.

This massive volume of consumer communication has created a new world of transparency and scrutiny, where nothing is a secret. It has also connected us with the opinions of complete strangers. Social Media has provided consumers with the opportunity to contribute and publish opinions like never before. This has moved billions of thoughts online.
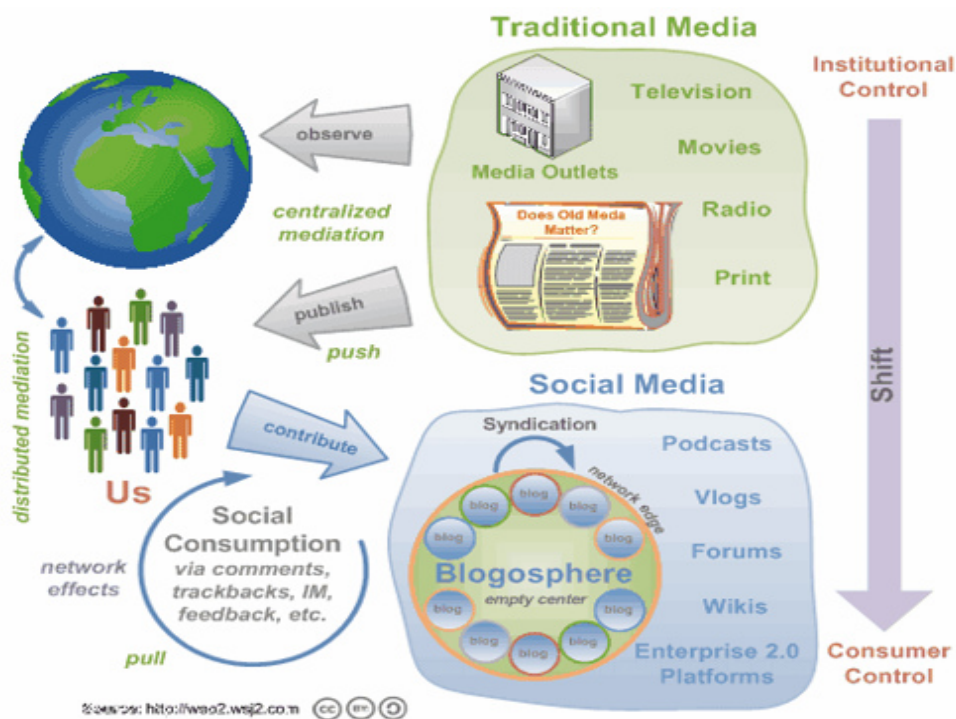
So what does all this mean to nonprofit organizations?

An increasing number of nonprofit organizations have been creating a greater presence on the web and in the past few years, many have been engaged in the social web. The key to participating on the social web is to see it as an opportunity to listen and learn; not just talk and tell your story. Organizations that follow these guidelines will see an impact and tangible outcomes in strengthening their relationships. It's important to be clear on your expectations of both internal and external outcomes to ensure you are using the social web to further your goals.

According to Beth Kanter, The American Red Cross has been an early adopter of social media:

> "Beginning with listening strategies in 2006. According to Social Media Strategist Wendy Harman the intent was to "prevent people from saying nasty things about the Red Cross on the Web." As they discovered in their organizational listening efforts, there were some vocal critics, but most mentions were enthusiastic and supportive of the Red Cross. Harman has documented many different stories and shared these internally. Through listening the organization has come to view social media listening as a valuable market research channel and has even changed some social media skeptics to supporters. "

Some areas to consider and discuss with your teams as you navigate through this space include:

1. Transparent Communication is Key
- The era of gatekeepers controlling the distribution of information is over
- Press releases have a place in communicating key messages but they should be integrated with other social media tools
- No one can control what is said about your organization. As consumers have a voice and a means to make themselves heard, it is up to you be out there to listen, track and respond
- It is now about being open, honest and transparent. You can no longer control

2. Be Part of the Conversation
- Identify the right resources in your organization who are responsible for driving interaction, input and community for your organization
- Assess the social media tools in terms of your goals and be present where it makes sense to be part of the conversation

3. Everybody Matters
- Everybody is an influencer today
- Consider policies for employees if you want to have clarity but encourage employees to be spokespeople for your organization so they can share their opinions and influence

4. **Reach Out to the Community**
   - Identify and reach out to bloggers, video creators, podcasters. They are constantly seeking content
   - Build relationships by engaging with the people who are talking about your organization and issues in your field

6. **Demonstrate Cultural Sensitivity**
   - One additional area that we need to consider is the cultural one. Every country has its own cultural values and the approach needs to be sensitive to it, although the web is creating a level playing field
   - It's easy to find bloggers and information for different countries. For example, during my Cisco Leadership Fellowship, I relied on White African, who writes about high-tech mobile and web technology change in Africa. And has also started AfriGadget, which is a team blog focused on low-tech ingenuity and microentrepreneurs in Africa. What made it much easier is following Erik Hersman on Twitter (@whiteafrican)

Media Shifts Taking Place

COMMUNICATIONS MEDIA	SOCIAL MEDIA
Space defined by Media Owner ⟶	Space defined by Consumer
Brand in control ⟶	Consumer in control
One way / Delivering a message ⟶	Two way / Being a part of a conversation
Repeating the message ⟶	Adapting the message/ beta
Focused on the brand ⟶	Focused on the consumer / Adding value
Entertaining ⟶	Influencing, involving
Company created content ⟶	User created content / Co-creation

Source: Neil Perkin 'What's Next in Media'

Point of View: Guidelines for Success

This section provides 10 guidelines for successfully engaging with social media – some areas to think about and follow as part of your overall organizational strategy.

1. **Have Your Ducks in A Row: Don't Do Social Media Just To Do Social Media**
   - You need to have your website, email marketing and online-fundraising ducks in a row prior moving into new social-networking space
   - If your organization doesn't know what they're trying to accomplish, then there will be nothing to measure and no way to determine success
   - Make sure the foundation is solid and don't start unless you have stamina and true interest in an ongoing connection with people who talk back

2. **Prepare to Lose Control**
   - Your social media approach needs to start out with traditional tactics: make sure you set your baseline and determine your goals
   - Once you jump in, remember that you can't control the conversation about you, your organization or your brand. You can, however, participate in it
   - There is no way you can vet every word of every person who wants to be your friend or join your social networking group. If you are not comfortable with this, social networking probably is not for you

3. **It's About Two way Communication / Being a Part of a Conversation**
   - Listen. Social media is not about you. It's about people's relationships with you
   - Get involved. Social media is about conversation and building relationships. It takes investment and effort. Don't just talk about your organization. Ask questions, engage people and share information through links
   - Focus on the long term. It takes time to get results and build relationships. It's about trust and connecting with others

4. **Consumers Are Driving Content**
   - We have shifted to a time where people rely on strangers for recommendations anywhere from restaurants to what non-profits to support
   - Focus on creating relationships directly with consumers and especially bloggers who are constantly seeking content to refresh their site
   - Make sure you respond directly and be open, honest and authentic in everything you say and do
   - All content must now be created and packaged in small pieces for easy mixing, sharing, consuming

5.   **Dedicate the Right Resources**
   ▪   Do not hand the responsibility of your social media networks to an Intern or someone who is not entirely knowledgeable of your organization's strategy
   ▪   Make sure you dedicate the right resources both in terms of it being part of someone's responsibilities and accountabilities and the required budget, which is usually time
   ▪   If you are going to create conversations, ask yourself: who will be driving it and building trust with your key stakeholders?
   ▪   Grow or hire an expert if you want to succeed with these tools. If you want to scale your program you need to take a disciplined approach to making it work

7.   **Speed Is Everything But Don't Get Swept Away**
   ▪   Everything happens fast online. We have seen crises like the earthquake in China being reported first on Twitter. And at the same time, there have been false rumors like the premature death of an actor spread on Twitter. Just because everything happens quickly, make sure the way you respond is reflective of your organization's values. Don't get swept away
   ▪   Understand the opportunities so you can address them quickly, in real time
   ▪   Social media is very measurable, and not with "eyeballs" and impressions but by counting blog posts and comments and evaluating the tone of those comments. Results are very achievable and can be extremely cost-effective

9.   **Educate Your Leaders**
   ▪   Before you jump in, make sure that your organization's leaders understand the implications of social media
   ▪   Invest time in educating them about how this can impact the organization
   ▪   This way you can set appropriate goals that are shared at all levels of the organizations

10.   **Social Media Is Here To Stay**
   ▪   Remember that social media is built on meaningful relationships
   ▪   Expect the tools to change and remember that it's not about the new shiny object
   ▪   All of the new technologies mean nothing without the people

13.   **Be Ready for Everything and Anything**
   ▪   The "build it they will come" mentality only works in the movies
   ▪   Don't assume that by creating a social media presence, everyone will participate. There are many abandoned online communities out there so make sure you put together a plan for each tool you plan to use

10. Invest the Time in Changing Processes

- The question I always get when I am presenting or talking about social media is: "how do you find the time?" For me, it's part of my day-to-day life and "not another place to go." I make the time for the tools that I find valuable

- It's no longer a question of whether collaboration platforms will have an impact—the real question is how to best harness that impact and gain an advantage. And the advantages are there. A Harvard Business School study "*Can Absence Make a Team Grow Stronger*" demonstrates how a team had used collaborative tools to deliver a project in 1/10th of the time that would otherwise be required

- Technology has an enormous potential to help better the lives of people when leveraged and integrated appropriately. Humans can coexist without technology, whereas the reverse is false. As such, technology itself *has* to provide a substantive value proposition – to enable, to increase, to accelerate – which offers a better way or outcome than was available previously; otherwise it won't be adopted or sustainable

- Web 2.0 is the latest evolutionary pressure on organizations. Those of us that adapt will survive this pressure and thrive as the new ecosystem comes to dominate our dealings. Those that don't will find themselves facing extinction pressures that will be hard to avoid.

WHAT CAN YOU ACCOMPLISH IN ONE WEEK OF WEB 2.0?
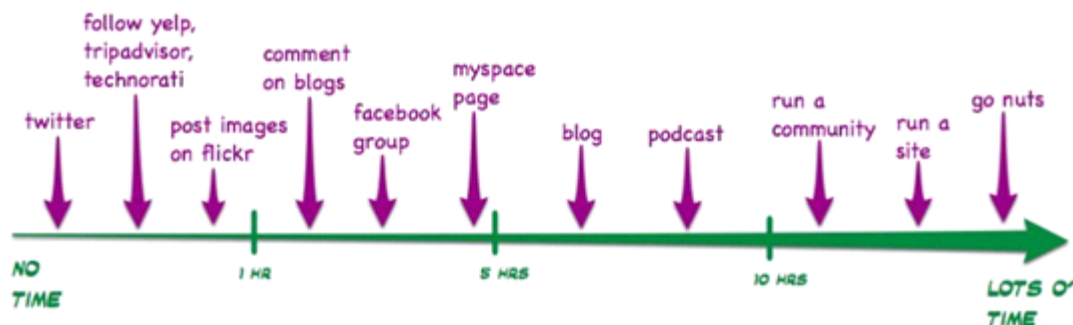
You get out what you put in ...

Source: Nina Simon, Museum2.0

Social Media Tools

Social Media Tools: An Overview

In its Comparative Study on Social Media Trends, Universal McCann found the following trends:

- 186m blogs globally and growing
- 73% of active online users have read a blog
- 45% have started their own blog
- 57% have joined a social network
- 55% have uploaded photos
- 83% have watched video clips
- 39% subscribe to an RSS feed
- Facebook members 132.1 million unique users in June 2008
- More video added to Youtube in last year than broadcast by TV EVER!

Globally, we now maintain as many contacts digitally as we do face to face. We maintain much larger friend networks by meeting new people and also retaining contacts with people that in a world before the web and mobile, we would have lost touch with.

Social networks and blogs are talking this on further by connecting us with people we have never even met before. This means we can share influence and opinion with a wider circle of people than ever before. Digital connections make it easier to influence than face to face, both in actually doing it and the frequency that we can: text, links to content, frequency of contact, no need to physically meet.
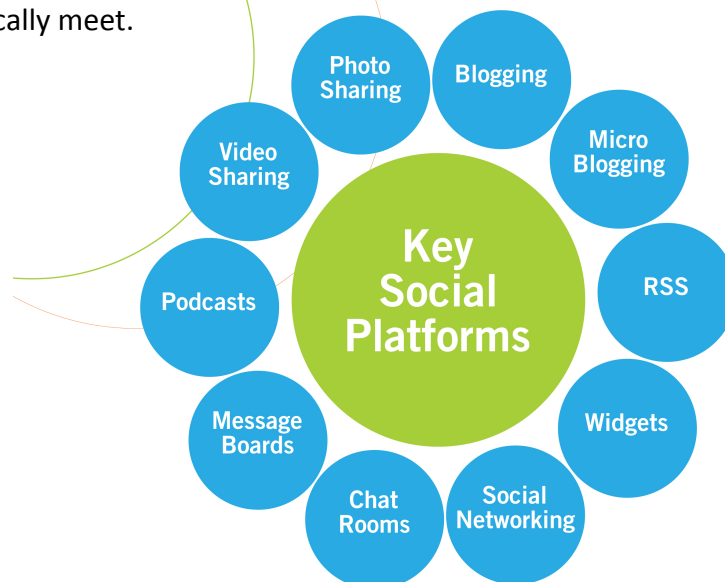
If social media is new to you, check out this primer on Web 2.0 and social media from the National Service Resource Center to learn the basics

The Nonprofit Social Network Survey Report was conducted by NTEN, Common Knowledge, and ThePort. The study conducted in March 2009 found that:

Social Media Tools
- Among commercial social networks, Facebook is the most popular with 74% of non-profit survey respondents maintaining a presence
- Community sizes are still small, however, with an average size of just 5,391members.
- Tenure on Facebook is relatively short, with most nonprofit survey respondents (94%) present for 2 years or less.
- 94% of organizations report using Twitter for one year or less
- 31% have one or more social networking communities on their own web site

Resourcing and Staffing
- 80% are committing at least one-quarter of a full-time staff person to social networking efforts
- For more than half of nonprofit surveyed, it is the communications and marketing departments who are most likely to own the social network efforts, with fundraising and executive management the next most common shepherds of nonprofit's social network project

Online Fundraising
- Very few nonprofit survey respondents say they are generating real revenue on commercial or in house social networks via fundraising. On Facebook, about 40% of respondents have raised money, but 29% have raised $500 or less over the past 12 months
- In house social networks (sites started by nonprofits themselves as opposed to commercial sites) , 25% of respondents are fundraising, and 1/3 of these fundraisers accumulated $10,000 or more over the last year
- 31% have built one or more house social networks, but here again the community size is relatively small, with 87% of house social network-owning nonprofit survey respondents hosting communities of 10,000 members or less

Graph 1: Popularity of Commercial Social Networks

Source: http://nonprofitsocialnetworksurvey.com/
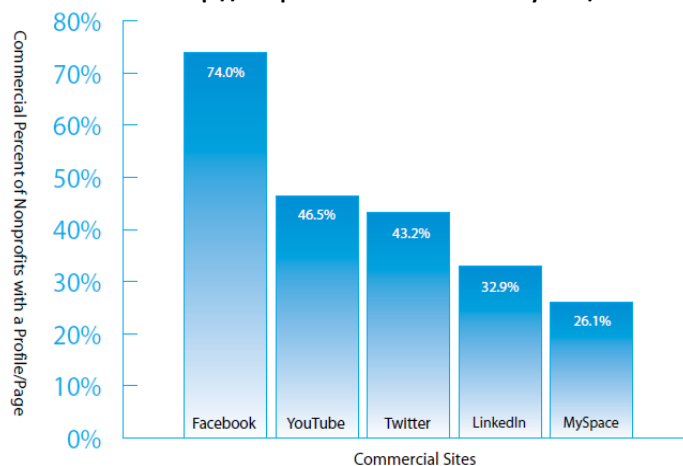
People want to talk with your organizations, but they expect you to listen, they expect you to answer, and they expect you to learn. Most nonprofit organizations today, who are using social media to listen share opinions on their brand, are also using it for:

- Fundraising

- Sharing information and commentary through blogs, videos, etc.

- Creating relationships to identify new donors

- Promoting and managing events

It is not too late to start. People are still experimenting. There is little consensus on exactly how and when social media should be used. Not surprisingly, there is no agreement on its financial value or return either. We are seeing some experts like KD Paine emerging on social media metrics. She believes that "yes, we can measure social media," and shows how to on her blog, talks and other social media tools.

So far, we looked at the benefits and the key ingredients to pursuing a social networking approach for your organization. But there are also some risks involved that need to be considered. The biggest one is not participating by ignoring these channels. At some point, social media will impact your organization and you need to be proactive (whether you jump in now or later). If it is not implemented wisely, there is a risk of hurting your brand, employees, donors and funders.

Consider some key issues before you begin including governance, measurement and monitoring. If you do not tackle these upfront you will do so later, at a cost. Also, invest in adoption of the program it is key to success.

Communication Tool Matrix
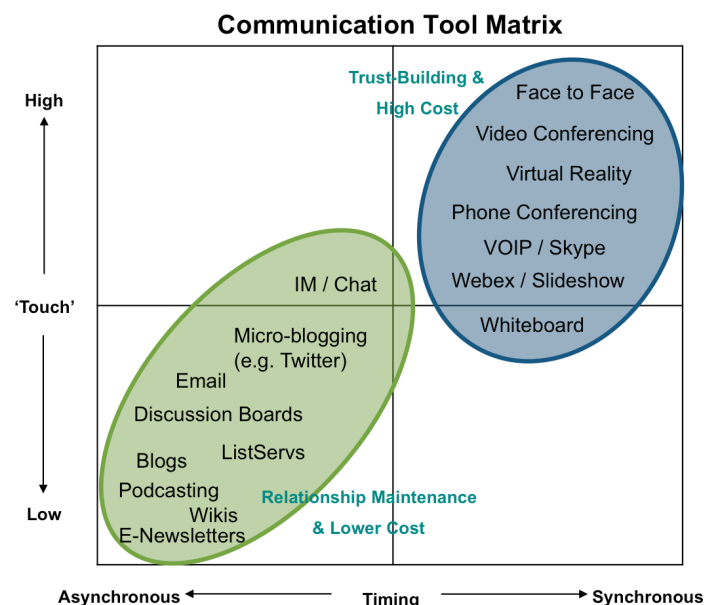
Adapted from: Christian Renaud, Technology Intelligence Group

Social Media Primer

As mentioned earlier, by the time you find yourself reading this, there may be 100 new sites and tools to explore as we are just at the beginning of the web 2.0 journey. I will first provide an overview of the tools currently available and in the next section provide examples of how they are being used with nonprofits.

For each of these tools, remember to define your goals and expected outcomes. Is it to help your organization collaborate, connect easily, and increase their network of volunteers and supporters? What do you expect to achieve? Plan your approach accordingly but also experiment. There is no true and tried answer as it will continue to evolve.

Facebook

Facebook, which was launched in 2004, is now the largest and fastest-growing social-networking site. It surpassed 200 million users, 70% of which joined in 2008, and half of which use Facebook *every day*. Facebook is available in 30 languages, with 200 Million Users *(for more demographics, go to Nick O'Neil's Demographic Page).*

Facebook can be a critical tool for nonprofit organizing, because it is a great way to connect with other organizations and supporters who may have been aware of your organization previously. A useful guide to setting up a page is Wild Apricot's How to Set Up a Non-Profit Facebook Page and A beginner's guide to Facebook for non-profits.

Some tips for using Facebook:

- Just because Facebook is free doesn't mean it is easy to tap into the existing user base. Don't start from scratch - look at the other organizations that are active. Also look to connect with other organizations and people who are already talking about your cause and experiment
- There is a section on Facebook called non profits on Facebook, which is place to share best practices on Facebook and where you can see what others are doing
- You can create a fan or group page for your organization
- Use your existing content. If you have video content, photos, podcasts, interviews, or documents upload them to your page and create a presence on Facebook
- Fan Pages have a metrics tool called the insight tool
- .Think like a user: what would you want to have access to? How would you like an organization to build a relationship with you?
- The event posting capabilities allow you to promote upcoming events easily and efficiently and send out reminders

- Creating a fan page can increase your volunteer base and help get the word out about your cause. Frogloop — the Care2 nonprofit blog — has their ROI calculator for social network campaigns
- Facebook has APIs to other social media tools, like Twitter, blogs, and Flickr, which can provide a simple interface to consistently and easily update your community of supporters with news of your organization's activities
- You can also read CauseWired by Tom Watson, as it demystifies Web 2.0 community tools, like Facebook, and helps activists and social change agents mobilize and raise awareness about their mission

Facebook Connect

Facebook Connect is the next evolution of Facebook platform - enabling you to integrate the power of Facebook Platform into your own site. It enables your users to...

- Seamlessly "connect" their Facebook account and information with your site
- Connect and find their friends who also use your site
- Share information and actions on your site with their friends on Facebook

Some additional resources on Facebook include the following articles:

- So you want a Facebook Fan Page for Your Nonprofit? Here's the Scoop Beth Kanter on emerging best practices for nonprofits who want to set up Facebook Fan Pages

- 7 Facebook Essentials Nonprofit Marketers Need to Know: Nancy E. Schwartz with some of useful tips

- How to Set Up a Non-Profit Facebook Page: an overview of Facebook Pages for nonprofits

- Facebook Groups and Pages – Features, Benefits And Killer Tips: John Haydon discusses the difference between Facebook *Pages* and *Groups*

- How To Create A Powerful And Engaging Facebook Page: Rajeev Edmonds discusses how to make an interactive Facebook page that gives a reason to your fans to stay, interact and promote your cause

- 5 Tips to Revive a Fading Facebook Group: If you have set up your Facebook Group, sent out invitations, and attracted some members but Group activity is starting to fade, there are 5 helpful tips here from Rebecca Leaman, who writes for Wild Apricot to revive it

MySpace

MySpace was initially built to be a marketing tool for musicians. In June 2006, it was the most popular social networking site in the US. However, there is a current belief that it's unlikely the big social network will be able to make a comeback. Experts say MySpace has fallen out of favor and will be hard-pressed to recover. The site could follow Friendster's lead and go international or it could focus on its roots in music.

MySpace has an area that serves as a portal to all nonprofit organizations. They are also trying to persuade nonprofit organizations to start a MySpace and teach them how to use it effectively.   This is a bit dated but still a helpful TechSoup guide to How to Use MySpace to Raise Awareness: Three nonprofit organizations share their experiences and additional tips to use it effectively for your organization.

LinkedIN

Most people sign up for LinkedIn as a way to manage their business contacts. What makes people join LinkedIN?
- 30% Savvy Networkers. Just love networking
- 28% senior execs vanity searching
- 22% Late adopters guilted in
- 21% looking for jobs

Some organizations use LinkedIN to:
- Access and manage groups. LinkedIn Groups is your destination to find and join communities of professionals based on common interest, experience, affiliation, and goals. LinkedIn Groups allows group organizations to extend their brand's reach and strengthen the brand with existing users by providing additional value through LinkedIn's features.
- With their integrated search tools, you can quickly find out how many groups are dedicated to your specialty. Maintenance, commitment and regular contribution is also mandatory to best access LinkedIn's potential.
- Do not use LinkedIN solely to raise funds. Use it to learn, contribute and build relationships. Ask questions and start discussions to find out what prospects really care about and to become more visible. Answer questions.
- Connect emerging nonprofit leaders with current leaders to share ideas and create an online mentoring opportunity
- Develop webinars to introduce nonprofit executives to the services so that they can put a positive image out to potential members, donors, sponsors, partners, employees, etc.
- Build a personal brand that connects me to people interested in the work that we're doing
- Managing a nonprofit profile page that includes a fundraising button.

Ning

Social network changes the way nonprofits can engage with members. It helps nonprofits to fulfill their mission in new ways. It is modular, offers RSS for all the various pieces, integrates well with third party applications, and can be branded with your existing properties.

As Facebook and MySpace connect people to friends and family, Ning gathers users around common interests. Ning is a platform for anyone to build their own social network. Ning had 4.7 million unique visitors as of January and surpassed 1 million social networks – about one-fifth of them considered active – in April 2009.

The advantages of Ning are that it is affordable by offering free basic services and depending on your needs, you can subscribe to premium services (and remove all advertising and use your own url). It is customizable in its appearance and features and also provides solid privacy settings. Some popular features include chat, forum discussions, groups and capturing campaigns via photos and videos. Ning also allows open API to work with other popular social networks like Flickr and Facebook. You can import their Flickr photos from your account and promote profile pages and widgets on Facebook.

Uses of Ning for nonprofits include:
- Communication: blogs, forums, videos
- Outreach: sharing mechanisms
- Activism: events, groups
- Fundraising: through widgets
- Growing your list: export member data

Change.org uses social networking to help social causes. The site already has it's own network for linking volunteers to causes and voters to politicians. Now they've also launched a new Ning-like DIY white-label social network for non-profits. For the launch, they've partnered with 50 non-profits, like CARE , Greenpeace , and Amnesty International . Any other non-profit can launch their own network as well, as long as you have a US government approved tax ID number.

Source:
http://www.techcrunch.com/2007/11/16/changeorg-launches-ning-for-non-profits/
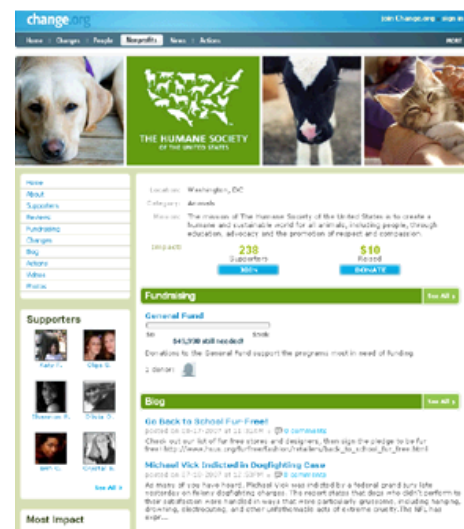
[Hi5](#)

Hi5 is the third largest social network in the world. Yet it's less known in the United States. According to comScore, more than 60 million individuals every month visit hi5, which is currently available in 50 languages. The San Francisco-based group's real strength comes in its appeal to its Latin American audience. Word has it that more and more people in the U.S. are discovering the site, a trend line that will likely keep bending upward in the next 12 months.

Hi5 was founded in 2003, following a seed capital investment of $250m, and was profitable in its first year. It was the first site to tailor content according to the country of its users – 80 per cent of its audience is outside the US – with translations into over 40 languages and dialects. It has been especially successful in Spanish-speaking markets.

It is a a founding member of the [OpenSocial Foundation](#), the non-profit organization announced between Google , Yahoo, and MySpace.

There is not a lot of information available on nonprofit organizations using hi5. Here is an example of Kiva.org who has a community site:

Kiva Lending Team: hi5 Community on Kiva!

Summary | Loans | Members

Location:	Everywhere
Category:	Common Interest
Team URL:	http://www.kiva.org/team/hi5
We loan because:	"Kiva's principles of entrepreneurship, serving a global community, and leveraging the power of crowds are very complementary to hi5's mission, so it seems only natural that we join them in the fight to help eradicate poverty in many parts of the developing world," said Ramu Yalamanchi, CEO of hi5. "By linking our user base with the profiles of Kiva entrepreneurs, we are connecting a diverse group of people who want to change our world for the better and ensure the right resources exist to do it."
About us:	Headquartered in San Francisco, hi5 is one of the world's largest and fastest growing social networks and mobile web networks. Our focus is to empower our users to build and maintain connections between friends and family online. With over 56 million unique visitors every month, hi5 is a top 20 website globally and the number one social network in 31 countries across Latin America, Europe, Asia and Africa. The service is available in 37 languages, delivering localized content and applications to users worldwide.
Check out:	http://www.hi5.com
Team Since:	Nov 11, 2008

You may join this open team.

JOIN NOW

Slideshare

There are an increasing number of presentations created and delivered every day. SlideShare is the world's largest community for sharing presentations. It is also social networking site, where individuals and organizations can sign up to connect, share, comment, or just to build a library of favorite presentations.

Another way to expand your organization in social media is to join Sildeshare. There are many great presentations on nonprofits that you can search for. And, you can also contribute your presentations so others can see them. Some of the things you can do on SlideShare include:

- Embed slideshows into your own blog or website
- Share slideshows publicly or privately. There are several ways to share privately
- Synch audio to your slides
- Insert YouTube videos into your presentation
- Market your own event on slideshare
- Join groups to connect with SlideShare members who share your interests
- Download the original file (some people restrict downloading but you can always email them directly)

Some tips for using Slideshare:

- It can be time-consuming to pick through a wide range of slideshows to find those that are up-to-date, actionable, and appropriate to nonprofits.   What you will find is numerous points of view on social media for nonprofits. I tend to search by date and also for recent conferences to see what was presented
- You can usually get the gist of the presentation and can follow up with the creator directly if you want more information. That is the beauty of having an online community
- Include Slideshare when you are searching for new content and best practices
- Some presentations are not downloadable so you can use an application like Snag It to get the content you need – as long as you use a Creative Commons license to attribute the source
- Repurpose existing public presentations
- Correctly label — and tag presentations
- Embed presentations from forums, blogs, and other websites — rather than download only.

Blogs

Blogs are websites that take the form of online commentary, updated frequently with running commentary on one or many topics.   Blogs serve a number of purposes for nonprofits. They can increase your search engine optimization (SEO), improve credibility and improve transparency. Before starting a blog, define the ***purpose*** behind the blog.

Blogging requires commitment in both the ability to produce ongoing content and making sure your blog is fresh and also in responding to readers comments and creating conversations. While it does not take a long time to launch a blog, it does take long-term commitment to be a blogger. You need to keep your content updated, while taking on the additional task of cultivating your contact lists. One way to keep content fresh is to integrate video blogs where you can feature key messages from your teams, volunteers, etc.

The bottom line is that it's about investing the time. Blogging is not just about creating fresh content. The content needs to be relevant and draw readers to your blog. I have seen too many blogs abandoned by nonprofits so create one only if you have a way to maintain it.

Some tips to follow:

- Find blogs about your specific space or industry and subscribe to a handful of them
- Comment on other blogs as a way to enter the conversation and draw people to yours
- You can give a highlight on Twitter and other social networking sites of your news and provide a link to your blog where you will have more indepth information
- Share stories about your cause. You can profile beneficiaries, partners, staff, donors and funders as a way to show case success stories and provide a more intimate view of your organization
- Ask for opinion and feedback (only if you are willing to listen and act on it)
- Connect with your donors. Your blog can go a long way to ensuring a greater connection with donors and perhaps increase your donations as well
- Your Executive Director may be an excellent communicator but may not have the passion for blogging. Find the right person who can connect with your stakeholders and maybe have interviews with your ED in some blog posts or video blogs
- The best person to write an organization's blog is the person who is the most excited to write it consistently

You can find more helpful information in the article Should Your Nonprofit Launch a Blog?

Examples of Some NetHope Members Blogs

What Is a Widget?

"Widgets Are the Bumper Stickers of the Internet"

"Widgets are the keys to social networks. If you want to go where the world is, use widgets."   —Snipperoo.com

▸ A **widget** is an online tool that permits a portion of one webpage to appear on other webpages. These appearances look exactly the same and can be updated from a single source.

Widgets Come in All Different Shapes and Sizes
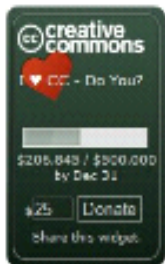
Fundraising Widgets
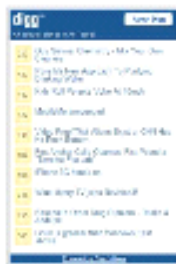
News Widgets

Weather Widgets
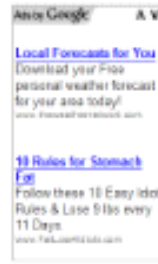
Advertising Widgets

Organizations interested in a building widgets should check out SproutBuilder. Sprout Builder is a web-hosted, visual authoring solution that allows you to quickly and easily create branded, rich-media content and widgets. You can also look at Non Profit Technology: Widgets Wiki. John Haydon also provides a Video Tutorial: How To Embed A Social Or Fundraising Widget Into Your Facebook Page. Examples of widget engines include:

- Dashboard widgets of Apple Macintosh
- Microsoft gadgets in Windows Vista and in the Windows Live system
- Portlets in Google Desktop
- Yahoo! Widgets

Demystifying Micro-Blogging

This NYT article does a great job of providing an overview of Twitter

The New York Times

Putting Twitter's World to Use

By
CLAIRE CAIN MILLER
Published: April 13, 2009

http://www.nytimes.com/2009/04/14/technology/internet/14twitter.html?_r=1

Twitter

The first reaction many people have to Twitter is befuddlement. Why would they want to read short messages about what someone ate for breakfast? It's a reasonable question. Twitter unleashes the diarist in its 14 million users, who visited its site 99 million times last month to read posts tapped out with cellphones and computers. Individually, many of those 140-character "tweets" seem inane.

But taken collectively, the stream of messages can turn Twitter into a surprisingly useful tool for solving problems and providing insights into the digital mood. By tapping into the world's collective brain, researchers of all kinds have found that if they make the effort to dig through the mundane comments, the live conversations offer an early glimpse into public sentiment — and even help them shape it.

Companies like Starbucks, Whole Foods and Dell can see what their customers are thinking as they use a product, and the companies can adapt their marketing accordingly. Last week in Moldova, protesters used Twitter as a rallying tool while outsiders peered at their tweets to help them understand what was happening in that little-known country.

And over the weekend, Amazon.com learned how important it was to respond to the Twitter audience. After one author noticed that Amazon had reclassified books with gay and lesbian themes as "adult" and removed them from the main search and sales rankings, a protest broke out on blogs and Twitter. The company felt compelled to respond despite the Easter holiday, initially saying the problem was due to a "glitch in our system" but later blaming a "ham-fisted cataloging error" that affected more than 57,000 books dealing with health and sex.

Soon, machines could twitter as much as people. Corey Menscher, a graduate student at New York University, developed the Kickbee, an elastic band with vibration sensors that his pregnant wife wore to alert Twitter each time the baby kicked: "I kicked Mommy at 08:52 PM on Fri, Jan 2!" Mr. Menscher is now considering selling the product.

Pairing sensors with Twitter leads some to think Twitter could be used to send home security alerts or tell doctors when a patient's blood sugar or heart rate climbs too high. In the aggregate, such real-time data streams could aid medical researchers.

Already doctors use Twitter to ask for help and share information about procedures. At Henry Ford Hospital in Detroit, surgeons and residents twittered throughout a recent operation to remove a brain tumor from a 47-year-old man who has seizures.

"A portion of the skull is being removed to allow access to the dura, the lining of the brain," an early tweet said. Medical residents and curious laymen following online asked the doctors what music they were listening to (Loreena McKennitt, a Celtic singer), whether the patient felt pain in the brain (no, just pressure) and how big the tumor was (the size of a golf ball). As is convention on Twitter, they tagged all their tweets with a keyword so anyone could search for the keyword and read the stream of posts.

Twitter

As of December, the social-messaging platform Twitter (which is less than 2 years old) had between 4 and 5 million users, representing 600% growth in 2008. An estimated 5-10 thousand new Twitter accounts are opened every day. Twitter is simple, and yet complex. You get 140 characters to say what you're doing, or, if you use it a little differently, to tell people what has your attention. Twitter is a great place to meet people, build relationships, and to add value to conversations. It's my current favorite social network.

The map below provides a visual map of the applications of Twitter that is being used effectively by many non-profits as a network of networks. Most are using Twitter to provide information, connect with new and existing donors, provide links to blogs and relevant information.

Many non-profits start by conducting searches to follow their donors, members, funders and thought leaders who are also using this service. If used properly, it has been proven to build loyalty and relationships.

Source: http://applicant.com/wp-content/uploads/2009/04/tweetcurrency1.jpg
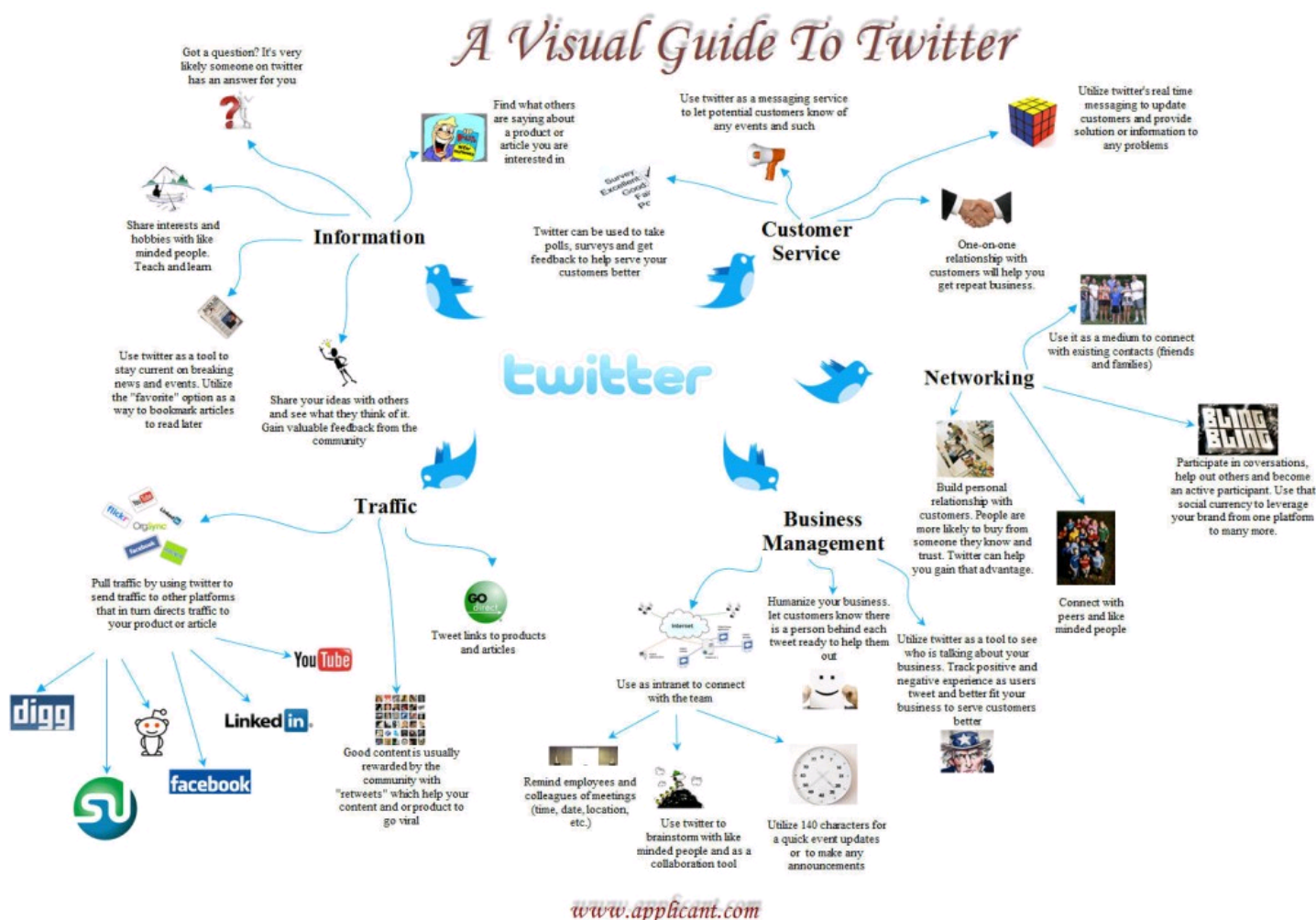
There could be a whole book written about all the tools that are available to help navigate Twitter (please check out Appendix B for a few recommendations). One of many examples is Twitter Groups where you can create a private or public group and also create a retweeting topic feed. There are hundreds of different tools to improve your experience launched and the best way to track them is by following people who blog about them like Pete Cashmore (Twitter id: @mashable) whose website provides tips on how to use Twitter and reports on all the new tools, including Tweetdeck, Seesmic, etc..

As the diagram below demonstrates, Twitter is part of a larger approach to a distribution network of information. Twitter is not just about following people and your following people back, it is about linking your messages as part of a greater platform.   It's an opportunity to connect communities and build a messaging infrastructure for your organization.

Micro-Sharing :: Mega-Distribution
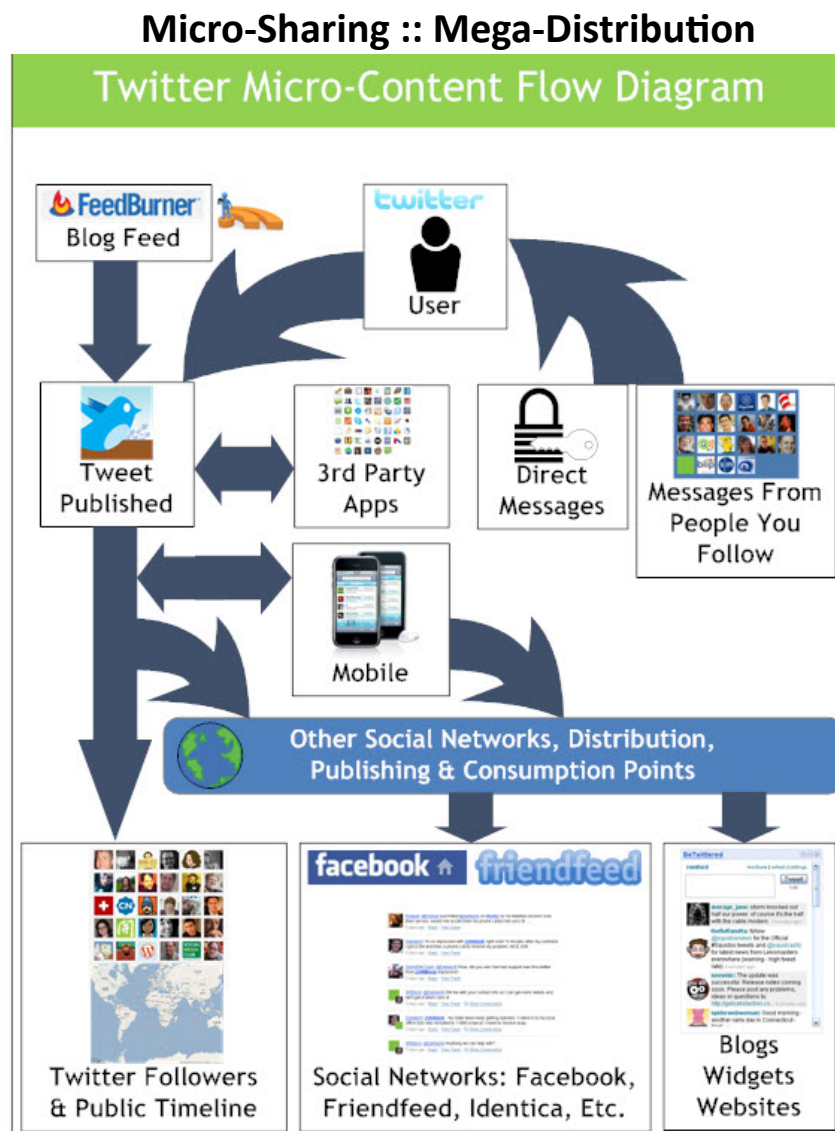
Source: Rodney Rumford, How Twitter Changes Everything

20 of the Top Nonprofits to Follow on Twitter

Want to stay up-to-date on the news from all your favorite nonprofit groups, but you don't have time to check out their websites or newsletters? No problem—just follow them on Twitter, where you'll get the latest dirt on doing good in 140 characters or less. We've rounded up 20 of our favorite nonprofits on Twitter—and, for more inspiring and unique links in the world of philanthropy and social good, make sure you follow us at ttp://twitter.com/razoo!

charity: water http://twitter.com/charitywater
Dedicated to providing clean drinking water to people in the developing world, charity: water tweets facts about water needs around theworld, moving photos showing communities in need of water, and updates from their work in the field.

The American Red Cross http://twitter.com/RedCross
The national emergency aid group the American Red Cross offers up-to-the-minute updates on where they're giving treatment, and how you can help them out.

Earth Hour http://twitter.com/earthhour
Earth Hour works around the clock, bringing updates on green living and tips on how to reduce your own environmental impact.

National Wildlife Foundation
http://twitter.com/NWF
The National Wildlife Foundation tweets about their mission to conserve America's wildlife, along with links to fun facts about animals and the environment from around the web.

Humane Society of the United States
http://twitter.com/HumaneSociety
Follow the Humane Society of the United States for up-to-the-minute news and updates about how you can prevent cruelty against domestic animals.

World Wide Fund for Nature Climate Change
http://twitter.com/WWF_Climate
The World Wide Fund for Nature Climate Change gives short tips and news about how each of us can reduce our impact on the planet.

Women's History Museum (in association with the Smithsonian Institution)
http://twitter.com/TheWomensMuseum
Dallas' Women's History Museum provides inspirational quotes about women from history, as well as up-to-the-minute updates about the amazing work women today are doing.

Greenpeace
http://twitter.com/Greenpeace
Read great tweets from this well-known environmental activism group about the intersection between politics and the environment, eco-projects worth supporting, and more.

Camfed USA Foundation
http://twitter.com/Camfed
A nonprofit focused on educating women in rural Africa tweets updates from the field, quotes, and statistics about girls and education.

Share Our Strength
http://twitter.com/sharestrength
Share Our Strength, a Washington, DC-based nonprofit dedicated to feeding hungry children, posts facts about childhood hunger around the world and tips on how you can help ensure that every child has access to three meals a day.

Not for Sale Fund
http://twitter.com/Not_For_Sale
Not for Sale, a nonprofit dedicated to ending human trafficking, posts news, links, and shocking statistics about the spread of slavery around the world.

Ashoka
http://twitter.com/AshokaTweets
Ashoka, a nonprofit dedicated to helping social entrepreneurs make a difference, tweets about the amazing work their fellows are doing in the field, as well as ways that you can get involved with the organization.

Dreams for Kids
http://twitter.com/dreamsforkids
Dreams for Kids helps empower children around the world by giving them the tools to make their dreams come true. Follow them for inspiring quotes from historical leaders and updates from the field.

National Trust for Historic Preservation
http://twitter.com/nationaltrust
This nonprofit dedicated to preserving historical landmarks tweets interesting facts about homes that the organization looks after, along with updates on their current programs.

Acumen Fund
http://twitter.com/acumenfund
Acumen Fund, a nonprofit dedicated to ending poverty through social enterprise, shares news on the organization's strategies, events, and insights.

March of Dimes Foundation
http://twitter.com/marchofdimes
March of Dimes, a group dedicated to ensuring that all babies are born healthy, posts daily tips for a healthy pregnancy on their Twitter feed.

Kiva
http://twitter.com/kiva
This popular microfinance website is new to Twitter, but is beginning to post updates about their work in the field and news on microfinance.

City Year
http://twitter.com/CityYear
City Year is dedicated to encouraging young people to spend a year of their lives volunteering in urban areas. Their Twitter feed posts updates on their City Year graduates, as well as their current and new programs.

Malaria No More
http://twitter.com/MalariaNoMore
Dedicated to putting an end to malaria, Malaria No More posts updates on their work in the field, as well as progress that governmental groups and other charities are making to help eradicate the deadly disease.

Creative Commons
http://twitter.com/creativecommons
The popular nonprofit dedicated to open-source licensing shares news on Creative Commons-licensed works and news about the organization.

twitter ashoka [Search] Advanced Search

NetHope — WIRING THE GLOBAL VILLAGE CISCO

Realtime results for ashoka 0.08 seconds

piscosour: RT @rland: **Ashoka** selected as one of "20 of the Top Nonprofits to Follow on Twitter" http://tinyurl.com/qtc6kj (expand) follow @AshokaTweets
9 minutes ago from *TweetDeck* · Reply · View Tweet

TFFTAFRICA: Good Friend and **Ashoka** Fellow Molly Barker (Girls on the Run.org) is presenting LIVE from @Ashokatweets HQ http://www.**ashoka**.org/live
12 minutes ago from *web* · Reply · View Tweet

tomjd: RT @AshokaTweets: **Ashoka** Fellow Molly Barker (http://bit.ly/9Yh4O (expand)) is presenting LIVE from **Ashoka** HQ starting NOW www.**ashoka**.org/live
15 minutes ago from *TweetDeck* · Reply · View Tweet

TheNewService: RT @AshokaTweets: **Ashoka** Fellow Molly Barker (http://bit.ly /9Yh4O (expand)) is presenting LIVE from **Ashoka** HQ starting NOW www.**ashoka**.org/live
17 minutes ago from *TweetDeck* · Reply · View Tweet

AshokaTweets: **Ashoka** Fellow Molly Barker (http://bit.ly/9Yh4O (expand)) is presenting LIVE from **Ashoka** HQ starting NOW www.**ashoka**.org/live
17 minutes ago from *web* · Reply · View Tweet

tomjd: @ayeletb Great meeting you also! You'll have to job my memory a bit more on the rails analogy, email me? tdawkins at **ashoka** :)
22 minutes ago from *TweetDeck* · Reply · View Tweet · Show Conversation

seanspeer: nice job in Twitterland by my good friend, @tomjd : **Ashoka** now one of 20 NPOs to follow on Twitter!
35 minutes ago from *TweetDeck* · Reply · View Tweet

k8alexandra: RT @tomjd **Ashoka** 1 of the top 20 nonprofits to follow. Wonderful company to be in, check it out http://bit.ly/xfy6x (expand)

romanusberg: RT @ayeletb: **Ashoka** chosen as 1 of the top 20 nonprofits 2 follow on twttr (via @razoo!) http://bit.ly/kCDiJ (expand) - ths is a gr8 list
about 1 hour ago from *TweetDeck* · Reply · View Tweet

@AshokaTweets
about 1 hour ago from *TweetDeck* · Reply · View Tweet

aileennow: RT @tomjd: Woot! **Ashoka** selected as one of "20 of the Top Nonprofits to Follow on Twitter" http://tinyurl.com/qtc6kj (expand) follow @AshokaTweets
about 1 hour ago from *TweetDeck* · Reply · View Tweet

tomjd: Woot! RT @rland: **Ashoka** selected as one of "20 of the Top Nonprofits to Follow on Twitter" http://tinyurl.com/qtc6kj (expand) follow @AshokaTweets
about 1 hour ago from *TweetDeck* · Reply · View Tweet

glfceo: **Ashoka** chosen as 1 of the top 20 nonprofits to follow on Twitter (via @razoo!) http://bit.ly/kCDiJ (expand) - (via @ayeletb)
about 1 hour ago from *Seesmic Desktop* · Reply · View Tweet

rland: **Ashoka** selected as one of "20 of the Top Nonprofits to Follow on Twitter" http://tinyurl.com/qtc6kj (expand) follow @AshokaTweets
about 1 hour ago from *TwitterFox* · Reply · View Tweet

ayeletb: **Ashoka** chosen as 1 of the top 20 nonprofits to follow on Twitter (via @razoo!) http://bit.ly/kCDiJ (expand) - This is a great list - add yours
about 1 hour ago from *TweetDeck* · Reply · View Tweet

FYSE: **Ashoka**'s Global Funds for Social Change: source, incubate, and propel transformative social solutions http://is.gd/AalO (expand)
about 1 hour ago from *TwitterBar* · Reply · View Tweet

OrganizedNomad: RT @sinatraj: **Ashoka**'s been chosen as 1 of the top 20 nonprofits to follow. Nice list and great company! Thx @razoo! http://bit.ly/kCDiJ (expand)
about 2 hours ago from *TweetDeck* · Reply · View Tweet

EstefaniaN: RT @sinatraj **Ashoka**'s been chosen as 1 of the top 20 nonprofits to follow. Nice list and great company! Thx @razoo! http://bit.ly/kCDiJ (expand)
about 2 hours ago from *web* · Reply · View Tweet

sinatraj: **Ashoka**'s been chosen as 1 of the top 20 nonprofits to follow. Nice list and great company! Thx @razoo! http://bit.ly/kCDiJ (expand)
about 2 hours ago from *TweetDeck* · Reply · View Tweet

sinatraj: RT @wilkristin: Today @Noon: **Ashoka** Fellow Molly Barker empowers girls 2 run toward their own light. Broadcasting talk @ www.**ashoka**.org/live
about 2 hours ago from *TweetDeck* · Reply · View Tweet

Page 1 » Older

📡 Feed for this query
🐦 Twitter these results

Show tweets **written in**:
Any Language

Trending topics:
· Follow Friday
· TGIF
· Grey's Anatomy
· #creditcrunchty
· Angels & Demons
· Star Trek
· #whyitweet
· Century Breakdown
· Coldplay
· Michael

Nifty queries:
· cool filter:links
· "is down"
· movie :)
· "happy hour" near:SF
· #haiku
· "listening to"
· love OR hate
· flight :(

When Ashoka was recognized as one of the top 20 nonprofits to follow on Twitter, there was a buzz of people tweeting and re-tweeting about it. What is unique about Ashoka is that its CIO, Romanus Berg, is demonstrating leadership by example by using social networking tools

Some tips for using Twitter:

- Twitter is not so much about connecting with your friends, it's about broadcasting information
- Twitter has its own terminology:
  - Posts are known as "tweets"
  - People are "twittering" when they post anupdate
  - Someone is "following you" they are merely subscribing to your posts and they become your "followers"
  - Twitter can also be used via mobile devices.
- To be re-tweeted, write good content and include links. Provide information that is of interest to others. In the social networking world, people are constantly seeking content. If you provide valuable content and get re-tweeted your organization will be viewed as a credible source of information and gain credibility and visibility.
- Make sure you include links by using a URL shrinking service. It takes a very long URL and makes it short. I use TinyURL and Tweetdeck has this service built into the application. You can also monitor how often your URL is being accessed by using the service on the site. Try http://bit.ly It has the additional benefit of tracking how many people click on the links you send round
- Since Twitter updates are limited to 140 characters, it only makes sense that if you want to be retweeted you will need to write shorter updates than that to accommodate for "RT @yourname:"
- Find out what people are talking about (Use Twitter Search or Twemes (if people are using hashtags (i.e. using a tag/keyword with a # in front of it)
- Use TweetScan to find people who are tweeting on topics of interest to you. You can also check out Twitter Packs to see if there are people who have self-identified as interested in a topic
- Make sure you get email notification when someone decides to follow you. Check out their twitter stream when they do try and, if they are of interest to you, be sure to follow back
- Look and see who your friends follow. Add people who are interesting and you don't know. This is how you'll get to know them. And a lot of time, they will reciprocate and you'll find yourself in new conversation with people
- Ask for help. From time to time, ask followers what they think about a given campaign or product. Consider their advice. Tell them if you incorporate it
- If you want to find Tweets, Twitter search does not go back very far. You can try a google search by using site: twitter.com/account name
- Here are some of the best Twitter guides, with thanks to TEDChris:
  - For absolute beginners: http://bit.Ly/a4drc
  - Wide-ranging: http://bit.Ly/jubz
  - Twitter jargon explained: http://bit.Ly/2k5d2
  - How to get more followers: http://bit.Ly/xhxl
  - The best 3rd party twitter apps: http://bit.Ly/1gtcbo

There are many Twitter third party applications. Take a look at
99 Essential Twitter Tools And Applications. Here are some to get you started**:**

Blogs and Sites

Big Juicy Twitter Guide - a great resource for Twitter and blogging in general

TwiTip.com - a great blog/resource published by Darren Rowse

Twitter Fan Wiki - a cutting edge resource for Twitter software, users, and background

Twitterfeed.com - get your blog (or any other RSS or Atom feed) sent to popular microblogging platforms

Twitterment: Search Twitter using keywords, and compare the buzz between different words. Check boring vs fun — guess Twitterers are the glass half full types.
Epicenter calls it a marketing executive's dream, created by eBiquity Research Group.

Desktop

Seesmic Desktop - Allows you to get live updates from your friends on Twitter and Facebook.

Twhirl - an Adobe AIR powered desktop client. It's one of the best for entry-level users due to it's simplicity and simple design

TweetDeck - This has become one of the most popular Twitter clients because of the way you can create groups with all of your contacts and filter messages the way you want them. It requires Adobe Air

Twitterrific: The Iconfactory's desktop application lets you post and read twitter feeds. Simple but nice for those design-needy Mac fans

Maps

Twittervision: Public Twitter feeds overlayed realtime on Google Maps – gives you that it's a smallworld feeling

Where.com's GPS Twitter: Adds your current GPS-based location to your Twitter feeds from your mobile phone

Track Your Progress

Intwition tracks what links are, were or will be popular on Twitter

Twitterverse is an at-a-glance source for finding out what users are most commonly tweeting today

Tweet Clouds tells you what a given Twitter user most commonly tweets

TweetStats provides colourful graphs on month-to-month Twitter use, daily and hourly tweets, people replied to most, interfaces preferred, for individual Twitter users. (It has been used in the past to identify bots — one good reason to avoid playing dirty on Twitter

Managing Multiple Twitter Accounts

One good resource is 25 Twitter Apps to Manage Multiple Accounts

Hootsuite - Manage multiple Twitter profiles, pre-schedule tweets, and measure your success. HootSuite lets you manage your entire Twitter experience from one easy-to-use interface

CoTweet - a platform that helps companies reach and engage customers using Twitter. It is viewed as the Twitter CRM Tool of choice for BestBuy, JetBlue, and Ford, and that's because it adds a business layer to Twitter account management.
Also read The ultimate web-based Twitter app for non-profits - made by @cotweet

Splitweet - Easy management for multiple Twitter accounts and brand monitor

Mobile

Gravity - A native Twitter client for S60 devices (Nokia, Samsung, and LG phones), Gravity costs $10 and works for multiple accounts, Twitter Search, a tabbed view of your timeline, replies, messages, and friends, as well as groups, and multiple photo upload options

Poketwit - for Windows Mobile users and is perfect for multiple accounts, groups, conversations, retweets, tweet shortening, and having a Twitter address book

Directories

WeFollow - WeFollow is a user powered directory. Twitter users submit their names into up to three categories. Great idea, after all, isn't Web 2.0 all about user generated content?

Twellow - Twellow calls itself the Twitter Yellow Pages. Well, it certainly seems as advanced as the Yellow Pages… However, in spite of it's bad design, this site is a strong resource. The main advantage is the sheer number of users listed.

Groups

Twitvite - an event manager tool that helps you organize Tweetups and make meaningful connections through social media.

Twittergroups– check out their video http://twittgroups.com/about-video.php

TweetWorks - quick and easy to setup a group. Groups can be public or private. Another good option is the ability to post messages just to your group or to the group and the public Twitter timeline at the same time

TwitTangle - You can create groups and also tag and rate your friends, which helps you filter your timeline any way you want. You can also batch grouping, which lets you drag and drop many friends easily into the groups you've created

Filttr - provides the ability to establish groups according to filters that you apply to your own Twitter stream. You create your groups by simply clicking each name you want to add to that group

An Example of Using Twitter for International Causes

3. Microblogging the action: Twitter fanatics can help a number of organizations broadcast reports from the trenches. Organizations like Oxfam, the Peace Corps and the Red Cross use microblogging to give status reports on deliveries and aid activities. For an even larger reach, you can use a service like TwitterFeed to aggregate volunteer tweets and keep everyone in the know.

Source: http://mashable.com/2009/04/15/social-media-volunteerism/
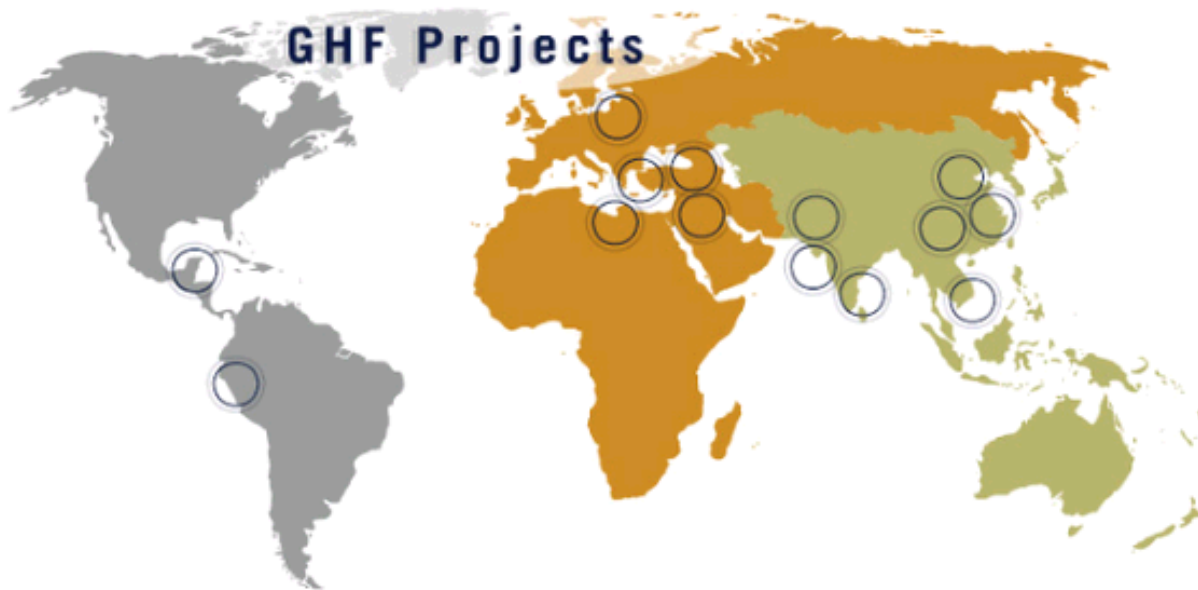
Friendfeed

FriendFeed is a service to have conversations around shared items, or to show that you like something a friend has shared. You can subscribe to updates from individuals and groups. "On FriendFeed, you and your friends contribute to a shared stream of information — information that you care about, because it's from the people that you care about."

You don't need to install anything to use FriendFeed. You can read and share your FriendFeed however you want — from your email, your phone and Facebook. If you make your FriendFeed publicly visible, your contacts can see what you're sharing without creating an account, and you can embed your feed in your home page or blog. FriendFeed also lets you pull in updates from other sites around the web, and even publish your feed to services you already use, like Twitter. Take a look at **HOW TO: Connect With the FriendFeed Community**.

Benefits of Friendfeed:

- Get access to unique conversations
- Each person's "feed" typically includes at least their blog and their bookmark service, which can lead to a wealth of information
- Provides a comprehensive view of "friends" and their social networking activity ranging from their blog posts, their delicious or StumbleUpon links, and any other "feeds" they have chosen to include on FriendFeed
- Can create lists of the people you follow. It also allows you to create rooms and groups. For example, you can include nonprofit "experts" and colleagues
- You can join existing nonprofit rooms like the nptech room, the nonprofits and web 2.0 room (not so active lately), and the nonprofit room
- Social search on Friendfeed is allows you to search your friends' content
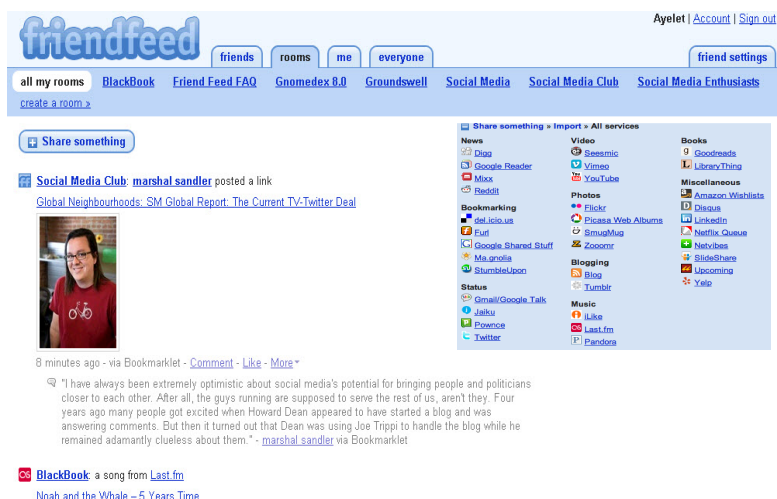
Podcasting

Podcasting is a powerful tool to extend the reach of your brand and engage your key stakeholders. You can produce podcasts with free tools, including pre-production, recording, editing, processing, and rendering. You can distribute your podcast on your website, different social networks and iTunes.

The Nature Stories podcasts are one component of The Nature Conservancy's (TNC) broader, integrated campaign to build a greater awareness of environmental issues among the general public.

There are some very helpful guides to Podcasting available online. One is How to Record, Edit, and Promote Your Nonprofit's Podcast and another is Social Media Crash Course in 25 Minutes (Podcast). WeAreMedia also has a podcasting toolbox for non profits.

Google for Non-Profits

Google has given away $33 million in free advertising to 850 non-profits in the last two years. Google launched Google For Non-Profits, a one-stop shop for tools to help advance your organization's mission in a smart, cost-efficient way, on March 2008.

The site features ideas and tutorials for how you can use Google tools to promote your work, raise money and operate more efficiently. And to get inspired, you'll also find examples of innovative ways other non-profits are using our products to further their causes. Here are some of the ideas covered:

- When you're writing a grant application, don't get stuck emailing drafts back and forth. Try Google Docs to collaborate on documents with your colleagues

- Cut costs and save time with Google-hosted email at your own domain. Access your e-mail from any computer with an Internet connection

- Accept online donations without hassle and with no transaction fees until 2009 with Google Checkout

- Apply for free online advertising through our Google Grants program to raise awareness and drive traffic to your website

- Start a blog to keep your supporters informed and engaged

- We'd also love to hear your own stories about how Google tools have made a difference in your organization's work

While there isn't much there that wasn't already available, free advertising and merchant services makes it appealing for non-profits looking to save money and promote themselves.

Social Bookmarking

Delicious, Digg , StumbleUpon and other social media bookmarking websites have become an increasingly important source of website traffic. This also creates a massive demand for data related to social media. Where are users coming from? What topics excite them?

Digg is a place for people to discover and share content from anywhere on the web. From the biggest online destinations to the most obscure blog, Digg content is voted on by users. There are no editors at Digg — it is a place where people can collectively determine the value of content and it is changing the way people consume information online.

Everything on Digg — from news to videos to images — is submitted by the community. Once something is submitted, other people see it and Digg what they like best. If your submission receives enough Diggs, it is promoted to the front page for the millions of visitors to see. It is organized into groups of categories based on topics.

StumbleUpon is a dynamic approach to keep on top of this ever-evolving pool of knowledge. StumbleUpon filters through the vast amount of information on the web to direct Stumblers to high quality web sites, which are relevant to their personal interests. An obscure but interesting site can be immediately shared with other like-minded users. The participation of community members helps maintain a database of the most up-to-date and highest quality sites possible. Some good resources: 15 StumbleUpon Tools and Resources You Can't Live Without and The Ultimate Strategic StumbleUpon Bible Guide

Delicious is a social bookmarking site that has two benefits over using your browser's bookmark system. You can get to it anywhere you have the Internet, and second, you can discover new things from friends. Also check out the Ultimate Guide to Delicious Social Bookmarking.

Krumlr is a combo utility for URL shortening and sharing, with social bookmarking baked in. With Krumlr users can save and tweet links using two separate bookmarklets. After creating an account, users drag the blue and red ants to their browser toolbar to either just bookmark a page, or both bookmark and tweet the link at the same time.

For those passionate about social justice, non-profits, and social entrepreneurship, the social news site Reddit in conjunction with Idealist launched **Idealist News**. It is a a social news site geared towards nonprofits and allows users to submit, vote up or down various news stories in the non-profit organization, charity, and social enterprise space.

The Nature Conservancy and Social Bookmarking
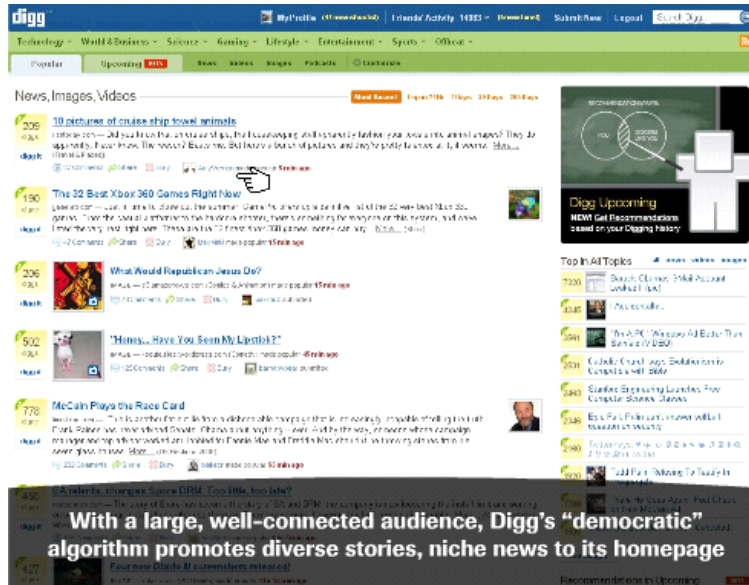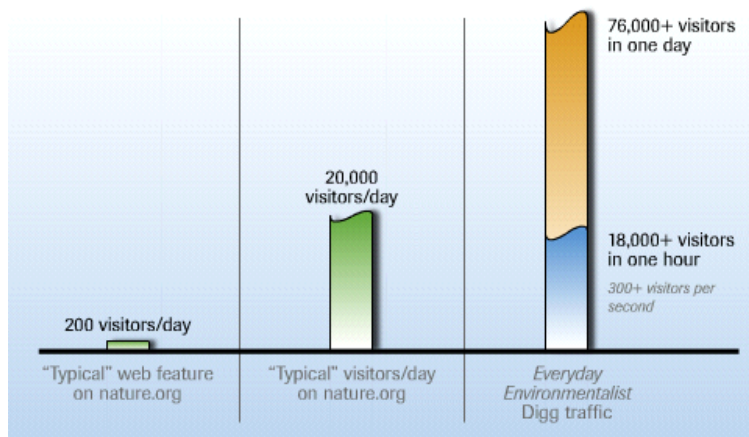
One example of effective use of social bookmarking use in nonprofits is **The Nature Conservancy (**TNC). There has been a great deal documented by Jonathon D. Colman about these campaigns.

As part of an effort to promote the announcement of the purchase and preservation of over 161,000 acres of working forest in the Adirondacks of New York., a link was posted on Digg.com to the TNC content for this story, a process that took about five minutes. Within twelve hours, the post became "popular" and was promoted to the Digg.com homepage for everyone to see.

The outcomes included:

- From Digg, 7,600+ unique visitors to nature.org in a single hour (a level high enough to significantly impact the performance of our web site); More than 35,000 unique visitors to nature.org in one day (making it, at the time, our best day ever); and Over 21,000 views of our landing page for this story in just one day

- Similarly, they received thousands more visitors and page views from StumbleUpon and other social media outlets where we promoted this story.

- Over thirty bloggers (as measured by Technorati), also wrote about and linked to the story -- **without a single pitch**

- All of these new inbound links from high-ranking web sites and blogs drove the Conservancy's landing page for this story to turn up in search engines about three times faster than usual and to rank higher for our targeted keywords

- Had incredible feedback and commentary from existing and new supporters

- **Beyond staff time, they didn't spend a dime on *any* of this web marketing activity**

- This particular success was relatively minor in scale; just a few months ago, they brought over 76,000+ visitors to their site in a single day with a similar Digg campaign

http://www.slideshare.net/jcolman/building-buzz-without-a-budget-presentation

This is a great example of a NetHope member encouraging social bookmarking of their content:

Oxfam

Home | News | Oxfam in action | Get involved | **Resources** | Shop | Donate | Jobs | Media | Teachers | FAQ

Papers and reports
Policy papers
Campaign reports

The issues in depth
Trade and livelihoods
Health
Education
Debt and aid
Conflict and natural disasters
Climate change
HIV and AIDS
Private sector
Gender equality

Programme learning
Evaluations
Livelihoods
Education
Gender equality
HIV and AIDS
Humanitarian

Media centre
Press releases
Contact details
Latest downloads
Asset store

Programme overviews
Country information in depth

Stay informed
Policy updates

Corporate documents
Accounts, plans and reports
Supplier information

Social bookmarking

Social bookmarking websites (such as Digg, Stumbleupon etc) allow you to store links to your favourite articles and webpages in one central place, accessible from any computer.

From here, you can also share bookmarked links directly with people you know, as well as tagging them so that the stories you find interesting can be found by people who share similar interests. At all times, you are in control of what you share and who with.

If you come across an interesting story or article on the Oxfam website that you want to save for future reference or share with other people, simply click on one of these links to add to your list. This provides you with an easy way to get involved and help spread the word about Oxfam.

All of these sites are free to use but do require you to register. Once you have registered you can begin bookmarking.

For more information on social bookmarking websites click on the links below.

Wikipedia
digg
StumbleUpon
del.icio.us
reddit
Facebook

Share this page   What's this?

More...

Related links
Privacy policy
Site A-Z
Terms and conditions
About us

FAQs
Got a question about Oxfam?
Find out more

Oxfam

YouTube

Video is a powerful way to show your organization's impact and needs, and with a designated "Nonprofit" channel on YouTube, you can deliver your message to the world's largest online video community. This program is currently only available in the United States and the United Kingdom.

According to recent Alexa stats, YouTube is the third most popular website on the internet and an average of 17% to 19% of internet users visit the site every day. That means that one out of five people who use the internet, on average, visit YouTube.com every day. In the U.S. an average of 24% of internet users visit YouTube.com. Some tips are:

- Make sure your videos are consistent with the message you want to project about your organization. If you don't have a particular brand or message, just make sure your video shows what you do and the people you serve
- YouTube has created a help page for non-profits on a budget. Not only do they have tips and tricks for producing a video on a budget, they even have a link to a site that provides FLIP video cameras to non-profits at a discount
- YouTube is a community site so finding members who are passionate about your cause and reaching out to them is important. By connecting with active users, you can build new and existing relationships with your key stakeholders

Youtube videos have way for you to drive action from your videos to take external action, sign up members or drive traffic to donation pages. It's easy to create, customizable for every video you post, and can be changed on the fly. Charity Water raised over $12,000 in one day via the overlay ad feature in their video for World Water Day.

And if you're looking to incorporate video into a larger social media strategy, take a look at some of the great ideas NTEN at We Are Media Project: The Social Media Starter Kit for Nonprofits, which provides great advice on how to start and what other resources are available to the nonprofit community. Also look at Youtube and NonProfits.
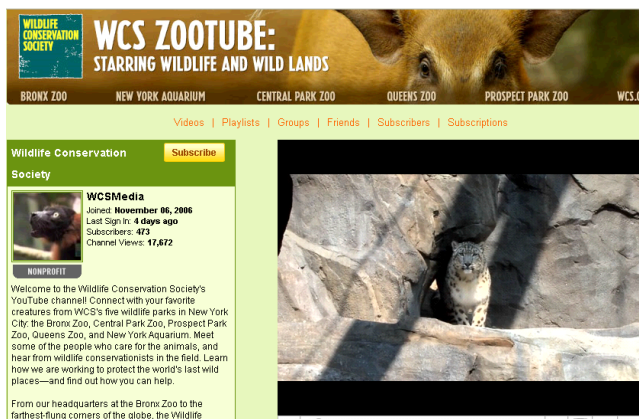
The Wildlife Conservation Society leverages YouTube to show videos of animals to draw attention to its work protecting wildlife

http://www.youtube.com/user/WCSMedia
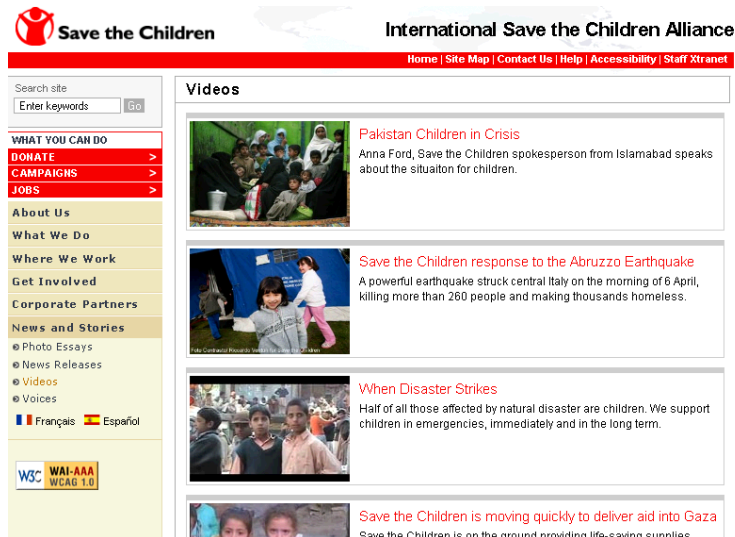
Save the Children and Video

By delivering a variety of online video content, Save the Children is doing a great job of telling their story to their current membership, prospective members and donors, volunteers, sponsors and folks they may provide services to and more

Vimeo

Another option is Vimeo, which was launched in 2004 and claims to be a thriving community of people who love to make and share video. More nonprofits are using Vimeo to upload, store and share all the video they create.

Seesmic

Seesmic s a video blogging web application to make video uploading easier for those using webcams. Seesmic brings conversation alive through video. However, conversations do not take place in real time.

You record a video then press a button and post it. Then, anyone in the world can see it and respond. There is no hiding behind nicknames with this tool. Already users are making new friends across the globe and its 20,000 early testers (and 70,000 viewers a month) are becoming part-citizens of a space beyond the geography of their own country.

Additional Options

There are additional video services like Blip.tv, Viddler, Revver, and so many more. And live video is also in the picture now. There are opportunities to build opportunities with live video services like Ustream, BlogTV, and Paltalk.

Flickr

Photos are powerful tools for any organization and there are many different photo sharing sites. One of the most popular is Flickr , which has built community around photo sharing both for private and public use. Members can create and join existing groups on a wide variety of topics. You can also expand your organization's reach beyond photo sharing with a community who is interested in your cause.

Anyone who signs up for a free Flickr account can upload photographs and use the site to store, share and explore photos (up to 100 MB per month). A pro account member can upload an unlimited amount of photographs. Flickr pro accounts are available to qualifying organizations on TechSoup Stock, thanks to a donation from Flickr.

Each account has a photo stream, which displays photos uploaded by members chronologically. When you log into Flickr, you can see photos from your contacts' photo streams; you can also subscribe to these via RSS. Flickr also allows you to search by a common tag, which can be very compelling.

Some tips for using Flickr:
- Volunteers can exchange photos from different events and site visits
- Organizations can tap into their community's photos of events and give credit to its volunteers and employees rather than centralize all photo sharing
- With limited budgets, you can tap into millions of photos by using a Creative Commons license
- Integrate a visual communications strategy as part of your messaging and campaigns

The Nature Conservancy's Flickr Campaign

The Nature Conservancy launched an annual digital photography contest on Flickr. It promised winners of contest placement for their photos in the annual member calendar and http://nature.org web site. TNC ran an integrated campaign with e-mail cultivations, search engine ads and social networks to draw in both members and new leads. TNC picked the finalists, but let the public vote on the winners and they never asked for money, only for engagement.

So what happened? There have been over 8,500 members of TNC's photo group on Flickr who have shared nearly 94,000 photos (~11 photos per member).   It is one of the largest nonprofit groups on Flickr to date with positive feedback from members and new prospects. There was also a great deal of coverage for (and many links to) their photo contest in numerous photography and nature picture blogs, discussion boards. There was also over 10% click-through rate on ads promoting the contest with over 7,200 new e-members registered.

Nonprofits in Second Life

Many nonprofit organizations use the Second Life environment to reach out to new audiences, build communities, hold events, and conduct fund raising campaigns to support their causes. And, Linden Lab's Nonprofit Program makes it easy for organizations to establish a presence in Second Life. In addition to discounted rates, they provide access to group mailing lists for reaching out to millions of Second Life residents for awareness and fund raising activities.

TechSoup launched Nonprofit Commons as a way to encourage nonprofit groups to establish a presence in Second Life.

There's a vibrant nonprofit community in Second Life and it offers many helpful resources and support for other nonprofits who are interested in exploring potential opportunities in Second Life.

- NPSL: Nonprofits in Second Life
- SimTeach: Nonprofits Wiki
- Second Life Nonprofits Mailing List

And just as for-profit companies see a reason for a Second Life presence, there are many Non-Profits that have established a Second Life presence. Take a look at this PDF Report and a recent article by Susan Tenby, **Nonprofits Blaze Virtual Trails in Second Life Mixed Reality Lounge**.

Social Media Planning

"In nature, change never happens as a result of top-down, pre-conceived strategic plans, or from the mandate of any single individual or boss. Change begins as local actions spring up simultaneously in many different areas. If these changes remain disconnected, nothing happens beyond each locale. However, when they become connected, local actions can emerge as a powerful system with influence at a more global or comprehensive level"

Margaret Wheatley

The Crawl, Walk, Run Methodology for Social Media

Establish **online credibility and trust** through a stepped approach

CRAWL	WALK	RUN	FLY
Establish an online presence	Enrich content	Engage online influencers	Embrace community

Web site	Podcasting	Blogger Outreach	Blogger tours
Conversation Audit	Videos	Blogger conference calls	Thought leadership blog
	Games	Advertising	Social networks
	Widgets	Ally development	Advocacy
		Sponsorships	Contests
			Mobile

Source: Edelman

Online Monitoring →

Social Media Planning

As mentioned earlier in the paper, social media needs to be part of your overall strategy; it needs to be aligned and not lead what you are doing. Social media can only be an enabler as it is constantly changing.

You should refer to the very useful "Social Media Strategic Planning Worksheet: from WE ARE MEDIA. Like any good communications strategic planning, social media strategy takes into consideration goals and target audiences AND the technology implications.

In my work on collaborative problem resolution at Cisco, I encouraged teams to start with defining the business problem they are trying to solve. This is the toughest task as most people want to move directly to the solution. This same approach should be used for social media planning. Create a team that can have the vision and execution responsibility and ask them to clearly define what the issues the organization needs to address. In other words, what problems will it solve? Create a common language around the scope so people can have a common understanding of what you are trying to achieve. It moves you away from the different frames of reference and assumptions team members might have.

Some advice from Nancy White, Founder, Full Circle Associates:

"While it might be easy to say most of your constituents are not even online, some of your strategic audiences may be, such as funders, researchers and policy makers. So scan your audiences and look for possibilities.

Social media, however, is like a river you swim in. It is always flowing past, sometimes carrying us along, sometimes dumping us on the rocks of the shore. It is important to think iteratively of your strategy so you can adjust to changing conditions.   The advice is to experiment often, fail quickly and learn, learn, learn to allow you to adapt your strategy. Think in 6 weeks or 6 months, not 3 year cycles. Keep an eye on the goal, but but ready to switch how you get to it."

Beth Kanter, Community Media Workshop http://www.slideshare.net/kanter/community-media-workshop-chicago
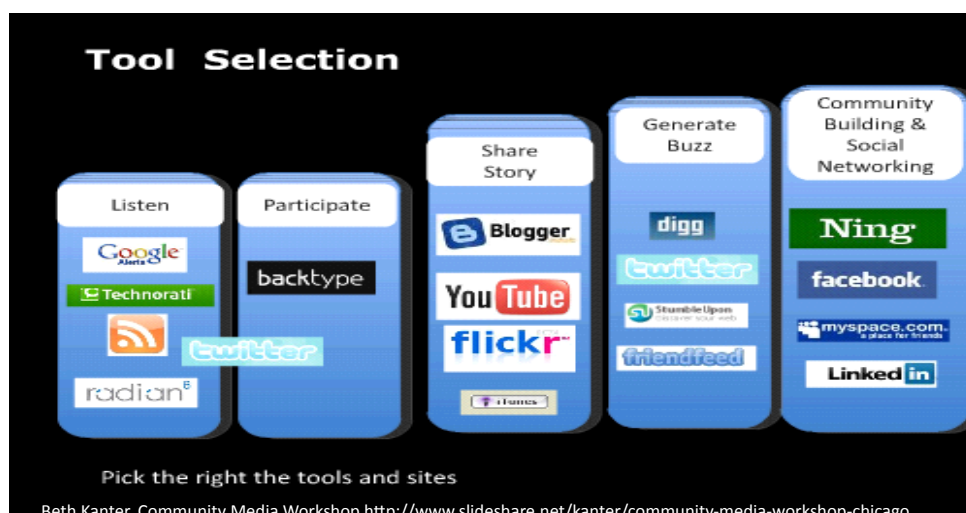
What you need to decide is on your approach of how get out there and join the conversation. Determine which networks are most relevant for your organization. Monitor what is being said and identify your key issues.

I am a big believer in scenario planning. Do you know how your messages or work has been misunderstood in the past? If so, you can prepare your responses ahead of time. That way you are ready if negative feedback comes up. Take a proactive stance and share your point of view beforehand too, so you, and not your detractors, set the tone of the conversation.

You can also tap into online resources that can give you insight into online behaviors. Two well-known sources of online trends are Pew's Internet and American Life Project and Harris Polls. An example is a Harris poll on Facebook and MySpace conducted in April 2009 that shows younger users are the most likely to have profiles but that older users are increasingly using social networks too. Tap into these resources and use them as guide your planning about where to invest your time and resources.

As mentioned earlier, don't get swept away with the *shiny new objects*. Find ways to integrate social media into your preexisting campaigns as a new way to engage people. You probably already have great programs in place, think about social media sites that can help you engage your audience in a new way or supplement your current program.

Targeting by Demographics

We are seeing mass-adoption of social media and mobile technology. It is a global change that is occurring with the emergence of $300 desktop computers and free access to high speed Internet.

The following chart from Forrester Research breaks down a "wave" slowly moving from the 22 to 26 demographic and beginning to push in the the Generation X and Baby Boomer generations (27 to 50)

What people are doing	Young Teens 12 to 17	Youth 18 to 21	Generation Y 22 to 26	Generation X 27 to 40	Young Boomers 41 to 50	Older Boomers 51 to 61	Seniors 62+
Creators publish Web pages, write blogs, upload videos to sites like YouTube.	34%	37%	30%	19%	12%	7%	5%
Critics comment on blogs and post ratings and reviews.	24%	37%	34%	25%	18%	15%	11%
Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.	11%	16%	18%	16%	15%	16%	11%
Joiners use social networking sites.	51%	70%	57%	29%	15%	8%	6%
Spectators read blogs, watch peer-generated videos, and listen to podcasts.	49%	59%	54%	41%	31%	28%	19%
Inactives are online but don't yet participate in any form of social media.	34%	17%	21%	42%	54%	61%	70%

Data: Forrester Research

CHART BY ARNO GHELFI

http://123socialmedia.com/2009/01/01/social-media-demographics-and-analytics-2008-2009/

Online Fundraising

In today's economy, nonprofit leaders need to understand how to effectively promote their organizations, programs, and fundraising campaigns.   Many groups want to use online social networks to get their messages out, but don't know how to build their image and get attention on the networks. And some are just jumping into raising funds online without a coherent and sustainable strategy.

A solid fundraising strategy should focus on being relevant to key constituents who support the cause and organization. Online fundraising can become an important part of a plan if it is an extension of what you are already doing and is treated as another channel to build relationships. Part of the overall strategy needs to be how to reach out to your base online.   The focus needs to be on how to engage them in what's important to them. While you need to target emails and their frequency, social media tools allow for ongoing conversations

Anyone can do fundraising now. There is no need for your own website or having strong technical skills to develop one. There are many examples of cause specific fundraising at sites such as Kiva, Global Giving, Changing the Present and See the Difference.   There is a shift in focus when it comes to online fundraising from:

- Campaigns to developing strong ongoing content
- Campaign managers to community managers
- Contact lists to communities

Network for Good has a unique vantage point on the growing trend of online charitable giving. Since its inception in November 2001, Network for Good has processed over $100 million in online donations to more than 23,000 charities. It recently conducted a study on "the Young and The Generous."

While it is growing rapidly, online giving still represents only 2-3% of the $200 billion in *individual* charitable giving in the United States. Still, it is assuming increasing importance in the charitable sector for several reasons:

- "Online giving is expected to track to the trends of online shopping and online banking, which, while representing a small proportion of overall banking and shopping when initially introduced, now play a significant role in those sectors. Consumers value the convenience and speed of online transactions. In a sign that this is increasingly true of online giving, charities that were quick to adopt online fundraising report 10-15% of their donations are via the Internet, according to the *Chronicle of Philanthropy*.

- Online giving is becoming donors' charitable avenue of choice at times of disaster. The *Chronicle of Philanthropy* has noted that Internet donations for the 2004 South Asian tsunami relief accounted for more than one-third of the total raised – more than twice the proportion of online gifts in the aftermath of the September 11, 2001, terrorist attacks. After Hurricane Katrina, half of relief giving was online, representing the largest outpouring of donations online in history.

- Online giving is particularly cost-effective for charities. While it can cost $1.25 to raise a dollar from a new donor through direct mail and more than $.63 through telemarketing, the costs per dollar of raising money online can be as little as five cents. (Sources: Fund-Raising Cost Effectiveness/James Greenfield, Cost-Effectiveness of Nonprofit Telemarketing Campaigns/Keating, Parsons & Roberts, and Network for Good.)"

According to a Network for Good Study:

- Online givers are young (38-39 years old)

- They are generous – ($163)

- Men and women give online in equal numbers

- Virtually all (96%) have given to charity before, but 38% haven't given online

Why Are They Giving Online?

- It's easier than writing a check

- It's a fast way to provide disaster relief

- It can be anonymous

- They like recurring donations

One important rule of thumb, apart from having a good understanding of your donors, is to focus on the donor experience you would like them to have with your organization – both online and offline. What tends to frustrate donors online is their inability to find where to donate. The Networking for Good study found that 2 in 10 people could not find where to donate and 4 in 10 people don't donate because of poor design, cluttered pages and unintuitive layouts. Additionally, 4 in 10 people can't find the information they need or find the website content unclear.

They also recommend a three step approach to Web 2.0 to online fundraising:

<u>People</u>
- Who are your potential wired activists, volunteers or fundraisers?
- Where can you find the?
- How do they use social networks?

<u>Objectives</u>
- Decide what you want to accomplish (hint: community first, fundraising second)
- What should you ask them to do?

<u>Strategy, Tactics, & Technology</u>
- What tools do they need? Avoid "random acts of marketing."
- Don't be just another fool with a tool

Convio also conducted a study on donors that focuses on the profile of what they call the "Wired Wealthy," which is summarized below. I have also included some of the online fundraising sites in the following pages.

Have you ever heard of the "Wired Wealthy"? This is a new classification of donors that emerged after a study of online habits of the high dollar donors done by Convio. The survey, conducted by Convio with more than 3,000 donors from 23 major nonprofit organizations, defined that 51% of the donors prefer online giving, but feel nonprofit websites lack inspiration, connection, and opportunity for deeper engagement.

http://www.marketingvox.com/wired-wealthy-donors-a-missed-opportunity-for-nonprofits-037571

The "Wired Wealthy":
- mean age is 51
- donate $11,000 a year
- median gift size is $4,500
- 57% make more than $100k, 27% above $200k per year
- 52% use YouTube
- 23% use MySpace/Facebook
- 12% use Flickr

Convio, the Wired Wealthy (March 2008)

As social networks gain popularity, most nonprofit organizations have yet to tap into them as a significant source of money. Only about 1 percent of nonprofits raised more than $10,000 using Facebook, according to the Nonprofit Social Network Survey Report by Nten, Common Knowledge and The Port. They may be more focused on the fundamental principle of fundraising by focusing on building relationships with people before raising money from them online.

A recent Washington Post article suggested that Facebook's Causes application has not been successful in fundraising in comparison with email and other more traditional campaigns to generate donations.   But Beth Kanter points out that dollars per Facebook donor is not the right metric for success. She adds that it's still too early to measure success in aggregate dollars per donor. And points to Steve MacLaughlin belief that "If the reason why you want to use social networks is just to raise money, then stop now. It doesn't work that way."

Allison Fine also blogged about this article in her Washington Post Disses Facebook Causes piece, where she shows the article skews the dollars per donor number because of the large number of inactive causes on Facebook or the number of causes who never intended to raise money using Causes.[1]

The bottom line is with a clear fundraising strategy, you can outline the different tools and campaigns to use. Start by focusing on having conversations with your stakeholders and look at how to connect with people. As mentioned earlier, experiment. Listen, learn and respond.

Idealware and Nten's Consumer's Guide to Low Cost Donor Management Systems suggests looking at what features you need in managing your donor relationships *before* reviewing specific products. Norman Reiss suggests that sometimes the problem isn't the product, it's the processes within the nonprofit and the training (or lack of training) that is provided to staff. *"Make sure your database has a way to integrate with your existing systems"* - see his recent post on Reporting Across Multiple Systems.

The following provides a high level summary of some of the tools offered by different companies that you can use.

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[1] A recent correction to this article sites that: "This article used outdated figures regarding the popularity of Facebook's Causes application. As of last week, 235,000 nonprofit organizations were using the application, of which three had raised more than $100,000 and 88 had raised $10,000, according to the developer. The story also incorrectly said that 25 million members of the social-networking Web site had joined at least one of the causes. That number represents active users; another 25 million members considered inactive have joined at least one cause."

Online Fundraising	Description
Chipin http://www.chipin.com	▪ Best known as a widget that supporters can place on their own Web sites or Facebook profiles, with a donate button and a thermometer measuring progress toward the campaign goal ▪ Lets users without Web sites create a page on ChipIn.com for free ▪ There's no cost for Chipin itself, but organizations must set up PayPal accounts to process donations and pay the associated PayPal transaction fees (which are less than 2.5 percent for nonprofit organizations).
SixDegrees.org	▪ Affiliated with Network for Good ▪ Lets individuals and organizations create donation widgets ▪ These widgets, or badges, can be created online and inserted into a Web site or integrated into social networking sites like MySpace ▪ SixDegrees.org does not support individual fundraising pages, and the badges are only somewhat customizable – you can add pictures, video, and text information about your cause ▪ Progress is tracked at the top of the badge, but there is no thermometer, and administrators can track donations through a donation tracking report that rolls up the donations from all the distributed badges. Fees are 4.75 percent per transaction with no setup
Change.org	▪ Provides a social networking site geared toward nonprofit causes, which includes both online giving and distributed fundraising tools. Through the free basic service, organizations can create a page that includes their logo and information, an overall progress thermometer, testimonials, photos and videos, a list of supporters and recent donors, donation functionality, and a donation widget for supporters ▪ Supporters of the organization can also create their own fundraising pages via link from the organization's page, and donations can be tracked by an administrator through an online report ▪ Offers a premium package for an additional $20 per month that allows for more customization. Donations are processed by Network for Good, a common processor, with a fee of 4.75 percent for each donation.
Convio http://www.convio.com/	▪ Convio's TeamRaiser for Special Events module allows users to set up individual and team fundraising pages. Constituent360, an online constituent database, is included as part of TeamRaiser ▪ With best practices built directly into the software, creating online campaigns has never been easier. More than a "donate now" button on your website, Convio Fundraising helps you build and foster relationships through online campaigns ▪ Quickly build online donation forms that can be easily customized — allowing you to respond to urgent events and create branded micro-sites to increase results. Also create custom, pixel perfect forms outside of Convio Fundraising using the Donations API ▪ Organizations can set up premium gift levels, give loyalty reward points, and allow repeat donors to set up regular payments online ▪ Trend and status reporting helps you continually grow donations and membership by understanding and improving success factors

Online Fundraising	Description
Network for Good www.**networkforgood**.org	- This is a website where you can give to your favorite charity/charities and have all your donation records stored and accessible at any time - Since inception more than 450,000 donors have contributed more than $250 million dollars using the Network for Good giving system - Services include: - Processing donations for your charity with DonateNow - Enabling you to email your supporters with EmailNow - Tracking your supporters in a donor database created in partnership with Salesforce.com - Providing you with fundraising training, including "Nonprofit 911" calls
Firstgiving	- Provides easy to use tools that let supporters set up their own fundraising pages, and allows campaign administrators to track campaigns' progress across individual fundraisers - With the basic program (which is free except for transaction fees), the organization and individual pages are not very customizable and won't necessarily mesh with your organization's graphic style - The premium package is $300 per year (with the same transaction fees) and offers more customization of the pages, the ability to link back to your organization's homepage, and support for teams of fundraisers - Unlike some of the other tools, FirstGiving does not have a built in audience, so you'll need to rely solely on your own supporters to spread the word - Transactions cost 7.5 percent (5 percent for the FirstGiving service fee and 2.5 percent for credit card processing.)
ChangingthePresent.org	- Encourages donors to replace traditional gifts with donations to a cause - With the free package, organizations have a very basic home page where donors can make a simple donation of any amount and supporters can create fundraising page to raise money for the organization - Offers a premium package for $100 per year, which lets organizations create pre-packaged gifts that show what they can provide for a given price – for example, a $100 donation feeds a child in Somalia for one month, and donors purchase that $100 donation as a gift for someone, and allows for more customization of the organization's profile. Fees are 3 percent, plus $.30, per donation.
Facebook Causes	- While the other tools listed here support a more general audience, Facebook Causes is specifically geared to let supporters who use Facebook (a popular social networking site) fundraise from their own Facebook contacts - Facebook members establish a cause, select a beneficiary organization, and solicit donations through their Facebook friends network - They can also post Cause profiles on their Facebook page, though they're limited to one at a time - Costs are 4.75 percent per donation, processed through Network for Good. Donors must be registered on Facebook in order to donate

Employee Communication

Social media is also becoming an increasingly effective internal tool for collaboration. A recent survey found that employers faced with reduced communication budgets and resources are turning to social media to keep their workforce engaged..

In its "Employee Engagement Survey," the International Association of Business Communicators (IABC) Research Foundation teamed with Buck Consultants, an ACS company, to determine how organizations are communicating with employees to keep them engaged and productive. The survey includes responses from nearly 1,500 participants representing a broad industry and geographic base.

The key finding is that using the various social media tools, companies can now engage employees in discussions and foster conversations between teams across geographic and other boundaries. The key findings include:

- Almost four-fifths (79%) of the respondents report that they use social media frequently to engage employees and foster productivity, outranking even email (75 percent)

- Company blogs are the most popular social media tool currently in use (47 percent), with discussion boards ranking the highest for future planned use (33 percent) Current use of social networking sites such as Twitter (21 percent), Yammer (20 percent), and Facebook (18 percent) is significant, but organizations are planning to use those tools even more in the future

- More than half of the respondents (52 percent) report their communication budgets have decreased and thirty-five percent report their communication staff has been reduced over the past 12 months

- The most common reasons cited for communication budget and staff cuts are: the economic downturn (46 percent) and organizational mandates (42 percent)

- Forty-eight percent report their employee communication strategy has stayed the same despite the economic downturn

- The frequency of ongoing employee listening reflected an "all or nothing" approach, with 62 percent of respondents who regularly engage in employee listening activities such as surveys and focus groups, and 30 percent who rarely or never engage in these methods

- Fifty-six percent of top executives are not using social media at this time, and nearly half (46 percent) of organizations are not measuring social media's effectiveness

- Almost six in ten respondents (59 percent) think their company has a well-established internal or employer brand

Creating a Social Media Policy for Your Nonprofit

Social networking sites are good for pulling together groups of people with similar backgrounds or interests. How that information gets used depends on the intentions of those using it. Often people's first questions are "how do we manage and control this stuff?" Always try and look at policies from two perspectives: control and emergence. Too much control and you will miss the innovation and inventiveness that is a core benefit of social media. Also take a look at So You Want a Social Media Policy?

A recent survey by Deloitte found that 74 percent of employees who responded said it is easy to hurt a company's reputation through social media. But the 2009 Ethics & Workplace Survey found that only 22% of respondents had formal social media policies. Notable is that 37 percent of employees surveyed said they rarely or never consider what their boss or colleagues would think of what they post online.

Organizations can choose how they respond to social media. They can decide to:
1. Restrict employee participation,
2. Experiment by creating a presence but not fully engaging, or
3. Fully engage

The reality is that social media is here to stay and no organization has full control over its image. While the Wall Street Journal recently introduced very strict policies for its employees, the best option is to create a policy that works for your organization.

A large scale social media policy is being developed by the US Army. The new policy is geared primarily toward educating Army PAOs (Public Affairs Officers) who may or may not already be involved in social media. In the Online and Social Media Division, they use the slogan, "Don't overregulate, educate."

Creating policies about social networking and what employees can say about their company is important. There are some examples provided but please don't just take someone else's policy. Take the time to develop your own and use these examples as guidelines. Only you know the culture of your organization and what policies will work for you.

Examples of Social Media Policies:

BBC Editorial Guidelines —
Personal use of Social Networking

Intel Social Media Guidelines

IBM Social Computing Guidelines "for blogs, wikis, social networks, virtual worlds and social media."

Carl Haggerty's
DRAFT V0.1 — social media and online participation policy and guidelines

Easter Seals Internet Public Discourse Policy on Beth Kanter's blog — scroll down the page to read it, and check the comment thread for further links and ideas

Friendly Advice from TechStew — BBYO's guidelines for staff/volunteer presence on social networking sites

10 Must Have Social Media Policy Elements

Variance of Corporate Social Media Policies

Metrics

Social media is just a new way to do business. The tools may have changed, but the need for knowing your audience, having an end goal, testing assumptions and acting on lessons learned remains the same.

If you have clear objectives, measuring their impact should be fairly straightforward. Measurement should never be an after thought.   With social media, you are able to experiment and see what works and what does not for your organization. And take the time to monitor the impact and this is a new area. For example, you may try micro-blogging instead of a full blown blog.   You need to ask: How is social media helping you achieve your communication and organizational strategy? How do you incorporate it in your current ROI and KPI metrics?

What's great about social media is the shift toward two-way communication and the ability to "listen" first and then respond directly to your target audience. There has never been a better time to engage directly with people who believe in your cause. It's no longer about sending out one way direct mail campaigns or press releases and hoping for the best. You can now target bloggers, journalists and donors, for example, and also listen to what they are expecting. Ask for comments, ask questions and encourage further discussion. This can be turned into engagement metrics that you can track over time. For example:

- Is there is growth trend in followers/readers?

- Is the scope of your followership spreading?

- Are click through rates going up?

- Is online support translating to volunteers?

- What kind of feedback are you receiving?

There are a lot of tools for gathering social media information, but no one place has everything you need. You don't have time to look at all of the tools, so aggregate your analytics information.   The Appendix has a comprehensive list of tools that you can use to quantitatively measure the impact of different social media tools.   To learn more about this, check out Beth Kanter's blog post about evaluating first projects and quantifying "intangible" qualitative results.

Some analytic tools and information can also be found:

- **Analytics Toolbox: 50+ More Ways to Track Website Traffic**

- **Analytics Toolbox: 50+ Ways to Track Website Traffic**

- **Google Analytics for Flash: Welcome to the Engagement Era**

- How to Listen on Social Networks by KD Paine

- How to Listen on YouTube by KD Paine

- Top 10 Reputation Tools Worth Paying For by Dan Schwabel, Mashable

- Listening Tools by Beth Kanter

Potential Social Media Metrics

Type of Metrics	Potential Metrics
Quantitative	▪ Standard metrics: traditional - uniques, impressions, page views, clicks, etc. ▪ Number of Facebook fans, Twitter followers, Digg links, Delicious bookmarks, referrals from social media sites, plus existing website traffic ▪ Search engine rankings ▪ Comparison of how much time and money you spent on traditional marketing vs. social media
Qualitative	▪ What are people saying? how are they responding and how much they saying to you? ▪ Replies on Twitter, wall posts on Facebook, messages via email and other platforms ▪ Are you currently part of conversations about the cause? ▪ If your objective was to collaborate with other nonprofits and experts in the field, ask: Did we learn anything of value? ▪ To measure general success, ask: Were we able to build better relationships with donors, volunteers, etc.?
Return on Engagement	▪ Track incoming traffic from links ▪ Number of people subscribed to RSS feeds ▪ Number of people in social media groups, fan pages, etc ▪ Trackbacks or linkbacks to posts ▪ Retweets on Twitter ▪ Conversation tracking tools like Twitter Search, Scoutlabs, Trackur, etc. ▪ Comments on blog posts ▪ Increased inquiries ▪ Monitor social networks and YouTube for mentions of your organization and issue. ▪ Volunteer engagement

The Measurement Standard's: Social Media Compendium

The list below is a guide to The Measurement Standard's coverage of social media, social media measurement and social media ROI

How To Measure Social Media

- **7 Steps to Measurable Social Media Success**
  How to get started in social media -- and how to know if it's working for you.
- **5 Twitter Sentiment Analyzers Reviewed**
  Twitter Search, Social Mention, Twendz, Twitter Sentiment, and Twitrratr
- **Which Twitter Profile Analysis Tool Rules the Nest?**
  5 online Twitter analysis services compared: Twinfluence, TwitterAnalyzer, Twitter Grader, Twitterholic, and TwitterScore.
- **15 Ideas for Low-Cost Social Media**
  Start conversations without breaking the bank.
- **Easy Strategies To Get Started Measuring**
  Quick and simple techniques to start measuring your programs and impress your boss.
- **10 Social Media Metrics**
  How to make social media more measurable than traditional media.
- **How to Measure YouTube**
  Your step-by-step guide to setting up a simple measurement program, deciding if particular videos are really problems, and preparing yourself for the worst case scenario.
- **How to Measure Facebook and Social Networking Sites**
  A quick and easy guide to measuring Facebook or any other social networking site, including: your Five-Minute Facebook Monitoring Program, the Three Basic Reasons to measure Facebook (and how to handle them), and how to prepare for the Worst Case Scenario.
- **Measuring Naked Relationships**
  A step-by-step guide to using relationship metrics to evaluate the success of your social media program.
- **Five Tips for Integrating Public Relations Measurement of Social Media and Traditional Media**
  Customers read all sorts of media, so we should measure all sorts of media.
- **Reasons to Love 27 Types of Conversation and 19 Types of Videos**
  KDPaine & Partners' social media classification of 27 types of conversations and 19 types of videos makes social media measurement easier.
- **Optimum Content Score**
 A new non-standard standard for social media measurement.

Social Media ROI

- **SXSW: All Party and No Measurement**
  It's time for social media to justify all the hot air and hype.
- Measurement Menace of the Month Award:
  The Organizers of SXSW...
  for ignoring measurement.
- **Is Your Head in the Sand?**
  Six critical consequences of *not* measuring or participating in social media.
- **Establishing the ROI of Social Media**
  Social Media ROI is in bottom line benefits and improved relationships.
- **Katie Delahaye Paine's Top Ten Must-Do Items for Your Social Media Measurement To-Do List**
- **Massive Research Project Proves Social Media ROI for Teenagers?!**

Social Media Theory

- **The Not-So-New Social/Anti-Social Media**
  Jim Macnamara on the new age in which media are software and the audiences are the networks.
- **Are We Engaged Yet?**
  Engagement in social media: Web stats, visitor behavior, and relationship theory.
- **What Is a Social Network and Why Does It Matter?**
  Or...What's the ROI of my living room?

Some Examples

Andrew Rogers, Head of User Content Development, RBI...http://engagement101.blogspot.com/
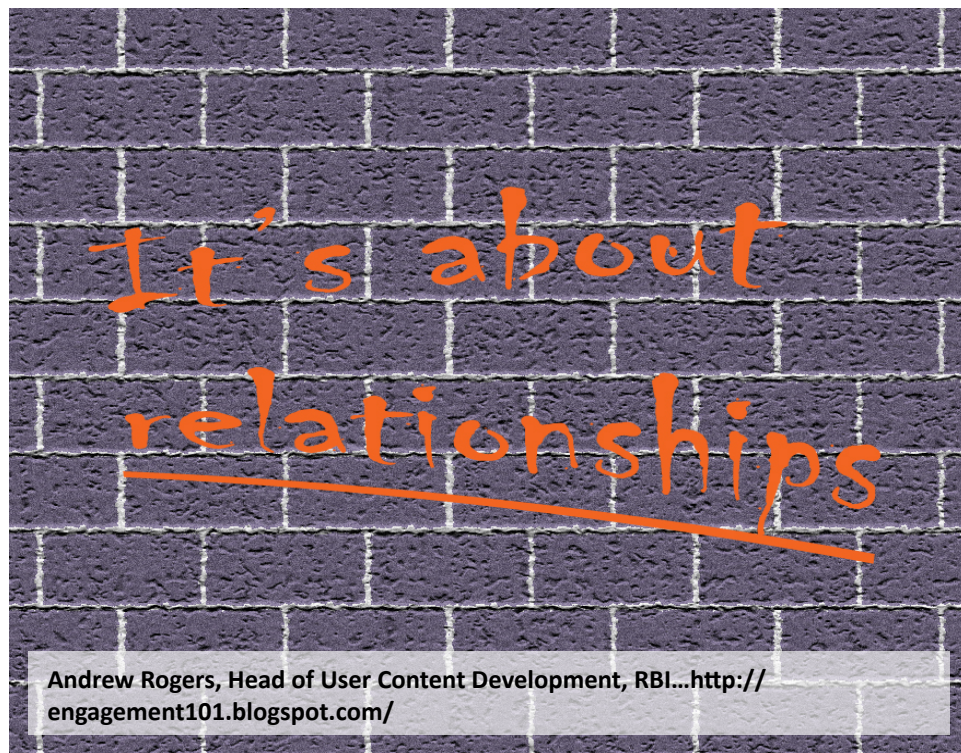
Example of Non-Profit Social Media Promotion

The goal of this promotion was to use social media to promote Heifer International's Pass On The Gift poverty relief campaign in April 2009.

Client Website: PassOnTheGift.org

Timeframe: March – April 2009

Scope:

- Created and seeded campaign-specific BloggersUnite.org, Facebook, Flickr, MySpace, Twitter and YouTube accounts

- Organized and promoted event on April 29, 2009 co-sponsored by Bloggers Unite and Heifer International: Unite for Hunger and Hope

- Tracked and analyzed key metrics such as page views, clicks and media views

- Advised team members at Heifer International via phone, email and instant messaging

- Contacted organizations regarding partnerships, endorsements, media mentions and other event support

Results:

- Nearly 2,400 new Twitter followers to Heifer and Pass On The Gift accounts
  * Approximately 2,000 campaign mentions among blogs in April 2009 (162% increase over March)

- 929 clicks to shared URLs via social media

- $611 raised via BloggersUnite.org event

- 609 participants in BloggersUnite.org event

- 232 YouTube channel video views

Source: http://www.visionaryblogging.com/blog-consulting/case-studies/nonprofit-social-media/

Example of Blogging and Facebook Marketing Campaign

What we did:

- Web strategy and execution
- Social media awareness building campaign
- WordPress theme development

Link:

- World Vision Malaysia blog
- World Vision Malaysia Facebook Page

After World Vision Malaysia (WVM) recognized they wanted to engage their target audience through new channels, they decided to promote their One Life Revolution campaign in March 2008 through social media channels.

Timeframe: March 2008

Scope:

- Engaged Buzzmedia Online Marketing for an online marketing plan that engaged their target audience through social media that was effective, low cost and spread through word of mouth

- Designed and launched the Official World Vision Malaysia blog, started the World Vision Malaysia Facebook Page and set up the World Vision Malaysia YouTube channel

- Created social media policies and guidelines for WVM staff

Results:

- Spike in visitors to the blog and huge awareness on Facebook of their event

- Number of new Facebook fans of their page soared to 854. To date, WVM's Facebook Page has more than 1,600 fan

- More than 2,000 people attended their One Life Revolution event due to the awareness raised through these social media channels

- The campaign has had secondary benefits too. The Official World Vision Malaysia Blog helps WVM connect directly with their target audience in a far more effective way then their corporate website.

Source: ttp://buzzmedia.com.my/portfolio/08/world-vision-blog-and-facebook-marketing-campaign

International Federation of Red Cross and Red Crescent Societies

The International Federation of Red Cross and Red Crescent Societies (IFRC) launched a social media and marketing initiative that reaches across the globe. The new campaign, which will run for three years, helps address global humanitarian challenges and encourages global citizens to take action at a local level. The 'Our world. Your move.' Campaign, which launched on May 8, which is also World Red Cross Red Crescent Day, is centered around a social media site at www.ourworldyourmove.org.

'Our world. Your Move.' addresses challenges ranging from conflict and mass displacement to climate change, migration and global financial crisis. It is now celebrating 150 years since the battle of Solferino, where young Swiss businessman, Henry Dunant, took action to organise civilians to help thousands of wounded soldiers.

The International Federation goals include:

- Create a strategy for reaching new audiences across cultures and languages throughout the life of the campaign.

- Find and participate in online conversations revolving around humanitarian related topics

- Directly connect campaign messages with the people that are discussing key and relevant issues online, on a global basis

- Help the campaign team to quickly spot emerging crises or new issues trending across the world

- Collect conversations of interest to the International Federation, pointing and tracking viral and influence metrics, allowing them to be quickly classified, analysed, sent to specific campaign members and where necessary, responded to

The site calls citizens to help and to share their experiences. The site will include this user-generated content, along with blogs in 8 different languages including: Arabic, Chinese, English, French, Korean, Portuguese, Russian and Spanish. All aspects of the online campaign are aimed at engaging users in a dialogue with the Red Cross Red Crescent.

www.ourworldyourmove.org.

Journalist Turned PR Turned Volunteer For VSO: Adapting To World 2.0
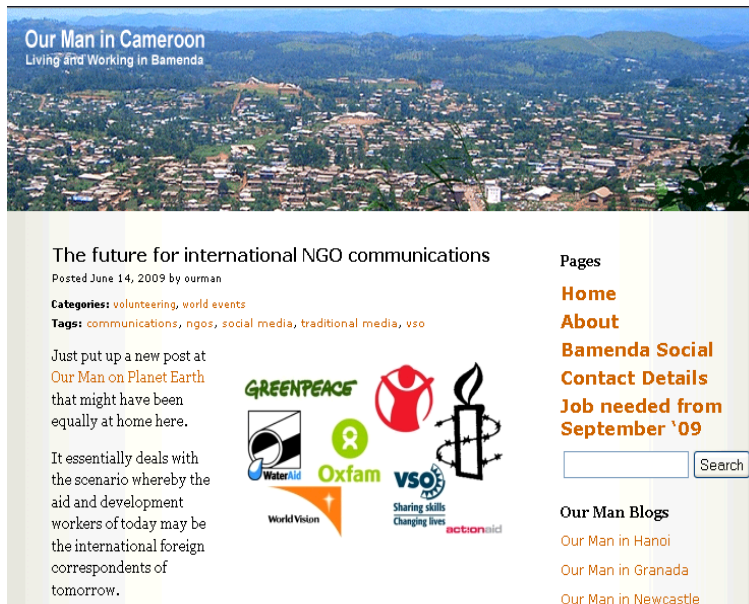
Former UK journalist Steve Jackson. Now on his fifth blog since January 2004, and on his third stint of volunteering - his second for Voluntary Services Overseas (VSO) - he is an evangelist for why development organizations should be using blogger voices to get stories into mainstream media

Using his blog platform, OurManinCameroon.com and Twitter to communicate with the rest of the world, Jackson has used social network tools to raise awareness of his volunteering activities in Cameroon since he arrived in September 2008

Jackson believes that there are no limitations for development organisations using social media tools:

- "It's not about by-passing mainstream media, it's about sharing. If Amnesty has fabulous footage then, of course, they want it on their website first and yes they'd want the BBC to show it too. But they'd be even happier if a million people worldwide took their embeddable movie and put it on their own blogs.

- They are all platforms. They all help you develop that narrative. Each blog post, each photo, each movie tells a little bit more of your story

- But, however big Twitter gets it will never replace blogs or mainstream media - Twitter is just a device for signposting. It is not the destination - you need writers and people who are either experiencing the news or have the skills to uncover it for themselves.

- Jackson's own dream job would be coordinating VSO's use of social media and the content of its blogs. While the organisation does have a home for their individual blogs now, Jackson believes it could be vastly improved

- I don't think there is an organisation in the world which could benefit quite as much from social media as VSO. Just think of all their volunteers, in tropical locations across the world, diligently blogging their adventures for a minimal readership. Imagine what could be achieved by harnessing that

- All it takes is RSS to follow them and a blog to highlight the best bits and to use those stories to inform and inspire both current and potential recruits

- What you want is to be more regularly sourcing your own stories, films and photos that are so good journalists want them

- I want to be a full-time, teleworking NGO blogger. I hope that's not too much of a niche position"

Source: http://www.journalism.co.uk/12/articles/533738.php

Emergency Response

5 Unique Stories of Social Media Saving the Day

June 4th, 2009 | by David Sparks http://mashable.com/2009/06/04/social-media-crisis-stories/

1. An emergency personnel support network

Dr. Maurice Ramirez is an ER physician, disaster preparedness consultant, and social media expert. While he utilizes and relies on tools such as police radios and Nextel push-to-talk phones for official communications, his team of emergency response personnel need their own communications channels for social support.

For emergency situations, such as Hurricane Ike in Texas, Ramirez set up a closed Twitter network that's used for private non-official conversation and communication among his team and their partners, the Red Cross and Loews Emergency Response Team. The private network allows them to speak openly and freely about the stresses and the isolation they're dealing with. The Twitter network has become critical for their disaster recovery operations, said Ramirez. "You always have that feeling that the team down the road is superhuman," Ramirez said, "When you're dealing with 300 rescues a day and you're miles from your colleagues, you need that social support that reminds you that you're only human."

During a disaster, the top issues are usually locating potable water, gasoline, food, shelter, and electricity. The ones who can best uncover that information are emergency personnel deployed on the ground in the disaster areas. Ramirez's team and their partners use Twitter to keep each other informed as to the location of available services and supplies. It's important to keep the network private, said Ramirez. Lack of non-critical personnel on the network reduces cross chatter and the privacy prevents rumors from spreading.

In the case of Hurricane Ike, not only did the Twitter network help them find water, gasoline, and shelter, but it was also critical for warning personnel sleeping in tents in Galveston, Texas that there were two lions and two tigers roaming the island. Once alerted on Twitter, the personnel immediately moved to a safer location.

One aspect of concern that many don't think about during a disaster is the loneliness. The team at Galveston were very isolated and had to sleep in shifts so that they could provide 24-hour support. Late at night official communications are silent and voice communications can often be poor. Using text messaging and Twitter, staffers up late at night would play games, such as Texas Hold 'Em, just to decompress. The Twitter and SMS communications were critical to the team's mental health. "If you don't have outreach, you can't decompress," said Ramirez.

For the next disaster, Ramirez is setting up a private social network using either CollectiveX or Ning (he hasn't decided which yet) to act as a searchable repository where people from various agencies can post their situations and get input from staff. Ramirez has found that trading experiential knowledge from others who have dealt with similar situations is invaluable to a successful emergency response. All he wants to do now is create a bank of that information that's searchable so his team and others can rely on it.

2 & 3. Survive foreign medical care

World traveler Leigh Shulman (@thefutureisred) has twice turned to Twitter in a crisis. Shulman's family had just moved to Argentina and her husband, Noah, became very ill to the point that he was verbally unresponsive. She had no local phone access but got some support from a neighbor and Twitter. Friends offered support online, but what was more important were the Twitterers who had lived in Argentina and Chile and offered specific advice on dealing with the health care systems there.

What she learned from the Twitterati is that in Argentina you can call for a doctor to make a non-emergency house call at any time. She got the number to call and the cost (55 pesos or about $15 US) so she knew what to expect if someone quoted a higher price. She also learned that it's better to first take a house call before actually going to the hospital. Your hospital visit will go more smoothly with a house call recommendation.

In another situation, Shulman was able to pay forward the favor to a friend of hers who was in Beirut when his dog seemed to be having a seizure and he was nowhere near a vet. Through Twitter she was able to connect her friend to a vet. Within two hours the vet advised Shulman's Beirut friend that he keep the dog as calm as possible and in a dark room. Keep away from his mouth and speak soothingly. And to further calm Shulman's friend, the vet let him know that in general epilepsy in dogs is not as severe as it is humans.

4 & 5. The homeless need raincoats right now

Mark Horvath is an advocate for the homeless who admits that if it wasn't for Twitter he'd be homeless himself. Already homeless once before, Horvath knows how tough it can be. Whenever he sees a problem in his homeless community he uses Twitter (@hardlynormal) as a bullhorn to get homeless people the services they need right away.

When he was working for the Burbank Winter Shelter in California, he was responsible for 150 homeless people waiting at a bus shelter about to get rained on. Driving around LA, he asked the Twitterati where he could find raincoats in bulk. He got advice to go to Sportmart and Costco where he cleaned them out of every raincoat they had. But one Twitter follower, Michael Buckingham (@holycowcreative) was so enthralled with Horvath's cause that he blogged about it and raised $453 to buy and ship Horvath another 100 raincoats in just two weeks. The influx of raincoat advice charged Horvath, who joked, "I was on a mission to turn every homeless person in Los Angeles yellow."

In another case, Horvath had a homeless friend, John, who moved to Seattle for a job opportunity only to get mugged upon arrival. Feeling helpless because he didn't know anyone in the area, Horvath tweeted out if anyone in Seattle could help his friend. It was 27 degrees that night and all the winter shelters were full. Within minutes, one person close by to John walked up and handed him $100 so he would have a place to sleep for the night. For the rest of his time in Seattle, another Horvath Twitter follower shared his one bedroom apartment with John.

For more on Horvath, read my previous Mashable █D article, "5 People Who Broke the Rules of Social Media and Succeeded." While he's not homeless, Horvath is without an income and relies on reader/viewer donations through his video blog invisiblepeople.tv. For his next adventure, Horvath is planning a cross country road trip to Washington, D.C. where he'll visit tent cities in locations such as Las Vegas, Nashville, and St. Petersburg and let the homeless tell their own stories on his blog. Whrrl is his first sponsor, but he needs more donations and sponsors to make it happen.

Technologies to track a crisis

This is just a sampling of the many stories of how people are using social media to seek help and save each other during a crisis, whether life threatening or not. While social media technologies such as blogging, Twitter, and ChipIn have risen to the occasion to help people in times of crisis, there is now a new market for technologies whose primary purpose is to track disasters and help people in times of need.

One recently launched application, now ready for hurricane season, is Emicus. Arguing that the web and social media have proven to operate a lot more efficiently than FEMA, Emicus aims to aggregate and optimize the flow of information and direct people to rescue services. Another far simpler site to

check out is Crisiswire, which tracks and aggregates traditional and social media news from various emergencies.

Source: **5 Unique Stories of Social Media Saving the Day**
June 4th, 2009 | by David Sparks http://mashable.com/2009/06/04/social-media-crisis-stories/

Three Examples of Twitter Campaigns

http://twestival.com/
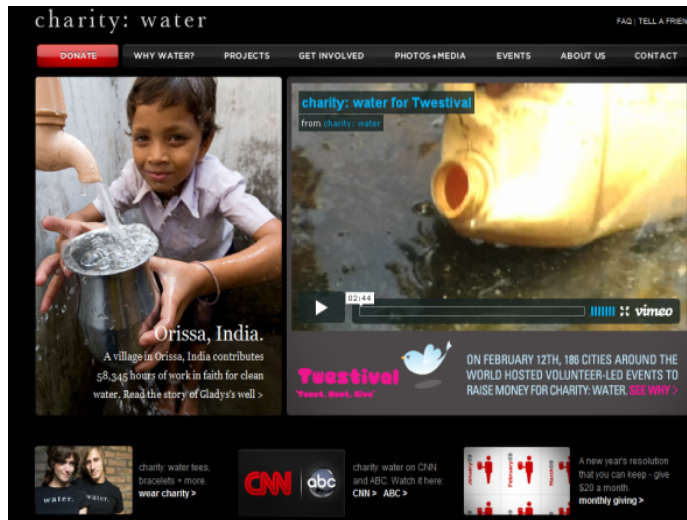
Tweet. Meet. Give

On February 12. 2009, 202 cities around the world held twestivals, bringing together the Twitter community for an evening of fun to raise money and awareness for charity: water

The total raised stands at US$250,000 on 18February, 2009 – confirmation from over 80 cities was still pending = 55 water projects in Ethiopia, Uganda and India – clean water for just over 17,000 people

http://tweetsgiving.org/

Tweetsgiving

Last year, during U.S. Thanksgiving, Stacy Monk put together Tweetsgiving and invited people who are active on Twitter to state what they are thankful for in 140 characters or less, and to back that expression of gratitude with a donation of $10 to EpicChange

She raised over $10,000 in just 48 hours through the power of Twitter and social media. 336 contributors collectively raised enough money to fund a new classroom for a school in Tanzania

PISTACHIO
Micro sharing. Macro results.

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18 DEC

Well Wishes $2 You
Posted by Laura Fitton

1. What can $2 do?
2. How can I thank and honor clients and friends of Pistachio Consulting this year?
3. What do I want most of all for Christmas?

Well Wishes.

I want to make a big difference. To save kids lives. It's a tough year though. I don't want to ask much of any one person. I realized just $2 from each of my Twitter readers would be $25,000. If everyone who reads this - YOU - gives just $2, Charity: Water can build an entire water project for a school or hospital in Africa.

Happy Holidays from Pistachio

Betaworks and Tipjoy liked my idea and will 1) waive ALL fees for their "micropayments via Twitter" tool, and 2) match up to $10,000. Twitterers can donate NOW using this widget:

Can we get 12,500 people to chip in $2 each to save lives

Well Wishes – Tip Joy

Laura Fitton, or @Pistachio had one goal this past holiday season: To save kids' lives. She asked her Twitter followers to donate $2 for Charity: Water and build an entire water project for a school or hospital in Africa

The Well Wishes campaign used online fundraising, Tip Joy, and since the inception of the project, launched and promoted only through Twitter, has raised $20,000 for her charity

http://pistachioconsulting.com/well-wishes-2-you/

Examples of Online Communities

Opportunity International

Opportunity International's OptINnow, a microlending/social networking site. Through it, you can give loans to deserving entreprenuers for as little as $25. http://www.optinnow.org/

Ashoka

Changemakers is a community of action collaborating on the world's most pressing social problems. We're already doing it, one project, one idea at a time http://www.changemakers.com/

Examples of Communities

Change.org is a social entrepreneurship venture. Change.org aims to address this need by serving as the central platform informing and empowering movements for social change around the most important issues of our time.

MobileActive.org is a community of people and organizations using mobile phones for social impact. They work together to create the resources NGOs need to effectively use mobile phones in their work.

SOCIAL MEDIA MAY BE HERE TO STAY

BUT THE TOOLS ARE TEMPORARY

"Over and over again, connecting people with one another is what lasts online. Some folks thought it was about technology, but it's not.“

Seth Godin

Web 2.0 Landscape

What's Next?

It is very likely that by the time you are reading this, social media has changed. You can find a multitude of articles on web 2.0, 3.0 and even 4.0 right now. But that is not the point of this paper. The goal was to help you navigate through the tools and agree that at the end, it's all about your strategy and relationships. If you understand that principle and embrace it, the rest will be easy because you will not be focused on the tools. You will identify which tools are best to enable your organization's goals and align best with your cause and culture.

NetHope members are strategically in the right position to be able to move to greater collaboration by making their communities broader and sharing. We cannot continue to work in silos and this is an opportunity to tap into a larger network/community of people and create faster social innovation.

At Cisco, I have used some incredible collaboration tools for internal purposes and I am excited that soon we will be able to use them for collaboration with our customers and partners as well. What will make it work is that they are being built on solid business practices and processes. It is about enhancing relationships and finding new ways in which the Internet changes that way we live, work learn, and play.

Like building strong relationships, your social media presence cannot be built in a day. And if you are only pushing out information, you are totally missing the point of social media. This is not about broadcasting a message but takes involvement and engagement to new and exciting places. By participating in the social web, you can get instantaneous feedback that can help drive your cause.

Some final thoughts on social media for social good:

- All of your online activity must be streamlined, integrated and aggregated to maximize your impact

- Once you start, you must be committed to ongoing dialogue and communication. For example, once you start Tweeting about a subject, you will begin to have followers and they will expect to hear new things from you and this allows you to build interest and then trust in your organization. But if you stop, you can damage your image

- Your site should be easy to navigate and should include links. You should also have search engine optimization and everything wired with Google Analytics

- The web is all about linking. Hyperlink back to what you are doing and provide value for your followers. People will start to identify with you

So what's next? If you are already using social media, figure out:

1. What's working well and build on it? What do you need to keep doing?
2. What's not working well and either stop doing it or create a strategy to change your approach?
3. What new areas you want to jump into and start them? What do you need to start doing?

Also, be honest. Is your organization's culture one that practices social media values of collaboration and two way communication? Ask yourself:

- What are the overall goals of your organization/department for the short and long terms?
- How would you define the success of meeting these goals?
- Can social media help facilitate achieving these outcomes? Does social media have a role in your overall strategy?
- What is your social media approach for your organization?
- What investment does it require in terms of time, policies, staffing, tool set up and maintenance?

This paper provides an overview of some of the most adopted social media tools as of Wednesday, June 17, 2009. The social media landscape is changing at a consistent fast pace. I am not here to tell you how to use social media, that's largely dependent on your objectives. My hope is that there will be some shelf life for this paper, so it is helpful, before new tools come into the arena.   What will not change is that people are working in a more networked way and web 2.0 technologies, when used appropriately, can create solid, long-term relationships. The tools merely allow is as individuals to build powerful networks and social capital. Used effectively, this can help in meeting your organization's goals. The truth is no one has figured it out yet; everyone is still experimenting.

And remember, at the end of the day, all of the new technologies and modes of communication mean nothing without the people. Life is all about relationships.

creative commons

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Is Your Organization Ready for Social Media?

On Your Marks

- Are you willing to dedicate a certain percentage of your time to the social networking effort?
- Are you passionate about social media and capable of sharing an energetic, professional point of view to your team and to the public?
- Can you own the responsibility for the success of the organization's social media plan?
- Can you conduct discovery of the internal culture, overall marketing plans and the organization's business strategy?
- Can you identify clearly identified social networking goals?
- Can you rally the organization's resources where required to help you fulfill the social networking plan?
- Are you capable of articulating a social media strategy that has actionable, measurable goals?

Get Set

- Can you maintain blog duties on a daily basis? This means writing, publishing, promoting, gaining approvals both accurately and swiftly.
- Can you identify the on line or enterprise software tools required to monitor your organization's social networking metrics. Can you monitor and update your organization's content on the major social media sites? Can you tie this data into a measure of success against your defined goals?
- Do you have a public relations or marketing degree or equivalent experience?
- Are you an excellent communicator orally and in writing?
- Do you have experience with other successful on line community building?
- Do you have website experience? Are you versed in search engine optimization?
- Do you have leadership skills?
- Do you have the stamina to patiently shepherd your organization through the social media maze over a sustained period of time?
- Do you have an in depth knowledge of the currently available social media tools and adapt your strategy to use them to their best benefit?
- Are you aware of which tools are most predominant within your target demographic?
- Do you have a strong familiarity with Facebook, LinkedIn, Twitter and YouTube?

Go

- Can you oversee the organization's use of social networking tools?
- Can you provide guidance to your team members on social media best practices? Do you stay current on available social media tools?
- Can you define the rules of engagement within social media?
- Do you have a plan to provide consistent messaging and brand protection for those on your team engaging in social communities?
- Do you have relationships with industry expert bloggers?
- Do you have a plan for developing more sophisticated videos, applications, photographs and other digital multi media presentations?
- Are you a creative thinker who can develop interactive, intriguing and interesting ideas with the potential for viral sharing?

Test Scoring:
    25 Correct: You're ready!
    24 or less Correct: Get some more help on your team!

Community

Sources

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- Beth Kanter, **4 Ways Social Media is Changing the Non-Profit World**
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- Claire Cain Miller *, Putting Twitter's World to Use*, NYT http://www.nytimes.com/2009/04/14/technology/internet/14twitter.html?_r=1
- Common Sense Media Group, http://www.csmg.us/
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- Hegi, primaledia, Social Media for Non Profits, http://www.slideshare.net/PrimalMedia/social-media-non-profits
- Free Social Media Monitoring and Measurement http://takemetoyourleader.com/2009/03/24/free-social-media-monitoring-tools
- A Few Good Tools for Online Distributed Fundraising, idealware http://www.techsoup.org/learningcenter/funding/page11492.cfm
- Joanne Fritz Ten Resources That Will Help Your Nonprofit Use Social Media http://nonprofit.about.com/od/nonprofitpromotion/tp/Resources-for-Social-Media.htm
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- http://www.mediarights.org/news/ Transmedia_Activism_Telling_Your_Story_Across_Media_Platforms_to_Create_Eff/
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- Paolina Milana, Marketwire, Tips for Entering Your Nonprofit into the Social Media Environment
- Sara Perez Read Write Web http://www.readwriteweb.com/about_sarah.php
- Neil Perkin, What's Next In Media and A Presentation About Community, By The Community, http://neilperkin.typepad.com
- Social Actions http://my.socialactions.com/profiles/blogs/time-and-social-action
- Ron Shulkin, Chicago Social Networking Examiner, http://bit.ly/y4o53
- Lina Srivastava, Transmedia Activism: Telling Your Story Across Media Platforms to Create Effective Social Change
- Amy Southerland, http://spurspectives.com/why-every-nonprofit-needs-a-social-media-strategy/
- http://www.techsoup.org/community/facebook/index.cfm
- Susan Tenby, **Facebook for Nonprofit Beginners: Learn the Basics of this Online Social Networking Tool http://blog.techsoup.org/node/27**
- http://chrisbrogan.com/social-media-starter-pack/
- Universal McCann, When Did We Start Trusting Strangers? Sept. 2008
- http://www.wearemedia.org/
- Web 2.0 Glossary - Understanding the New Media Jargon http://www.gooruze.com/articles/20/Web-20-Glossary-Understanding-the-New-Media-Jargon
- Downturn Guide to Online Fundraising & Marketing, Jono Smith, VP, Marketing, Network for Good, www.networkforgood.org/npo
- And many others hyperlinked in the text

Appendix

A: 51 Social media Sites

B: Recommended Books

C: Recommended Blogs

D: Free Social Media Monitoring and Measurement

E: Directory of Tools on TAG

"A revolution doesn't happen when society adopts new tools, it happens when society adopts new behaviours" – *Clay Shirky*

1. **StumbleUpon: You'll open your online presence up to a whole new audience just by adding the StumbleUpon toolbar to your browser and "channel surfing" the Web. You'll connect with friends and share your new Website discoveries," as well as "meet people who have similar interests." It's loads of fun.**

2. Articlesbase: Upload stories and articles on reddit to drive traffic to your website or blog. Submit items often so that you'll gain a more loyal following and increase your online presence.

3. Del.icio.us: Social bookmark your way to better business with sites like del.icio.us, which invite users to organize and publicize interesting items through tagging and networking.

4. Digg: Digg has a massive following online because of its optimum usability. Visitors can submit and browse articles in categories like technology, business, entertainment, sports and many more.

5. Technorati: If you want to increase your blog's readership, consider registering it with Technorati, a network of blogs and writers that lists top stories in categories like Business, Entertainment and Technology.

6. Ning: After hanging around the same social networks for a while, you may feel inspired to create your own, where you can bring together clients, vendors, customers and co-workers in a confidential, secure corner of the Web. Ning lets users design free social networks that they can share with anyone.

7. Squidoo: According to Squidoo, "everyone's an expert on something. Share your knowledge!" Share your industry's secrets by answering questions and designing a profile page to help other members.

8. Furl: Make Furl "your personal Web file" by bookmarking great sites and sharing them with other users by recommending links, commenting on articles and utilizing other fantastic features.

9. Tubearoo: This video network works like other social-bookmarking sites, except that it focuses on uploaded videos. Businesses can create and upload tutorials, commentaries and interviews with industry insiders to promote their own services.

10. WikiHow: Create a how-to guide or tutorial on wikiHow to share your company's services with the public for free.

11. YouTube: From subjects like, "How to dribble a basketball," to naughty party boy "Corey Delainey," everyone has a video floating around on YouTube. Shoot a behind-the-scenes video from your company's latest commercial or event to give customers and clients an idea of what you do each day and how you like to do it.

12. Ma.gnolia: Share your favorite sites with friends, colleagues and clients by organizing your bookmarks with Ma.gnolia. Clients will appreciate both your Internet-savviness and your ability to stay current and organized.

13. LinkedIn: LinkedIn is a popular networking site where alumni, business associates, recent graduates and other professionals connect online.

14. 14. Facebook: Facebook is no longer just for college kids who want to post their party pics. Businesses vie for advertising opportunities, event promotion and more on this social-networking site.

15. MEETin.org: Once you've acquired a group of contacts in your city by networking on MEETin.org, organize an event so that you can meet face-to-face.

16. 16. YorZ: This networking site doubles as a job site. Members can post openings for free to attract quality candidates.

17. 17. Xing: An account with networking site Xing can "open doors to thousands of companies." Use the professional contact manager to organize your new friends and colleagues, and take advantage of the Business Accelerator application to "find experts at the click of a button, market yourself in a professional context and open up new sales channels."

18. Ecademy: Ecademy prides itself on "connecting business people" through its online network, blog and message-board chats, as well as its premier BlackStar membership program, which awards exclusive benefits.

19. Care2: Care2 isn't just a networking community for professionals: It's touted as "the global network for organizations and people who Care2 make a difference." If your business is making efforts to go green, let others know by becoming a presence on this site.

20. Gather: This networking community is made up of members who think. Browse categories concerning books, health, money, news and more to ignite discussions on politics, business and entertainment. This will help your company tap into its target audience and find out what they want.

21. Ryze: Ryze lets members organize contacts and friends; upcoming events; and even job, real-estate and roommate classifieds.

22. Tribe: Cities like Philadelphia, Boston, San Francisco, New York and Chicago have unique online communities on tribe. Users can search for favorite restaurants, events, clubs and more.

23. Ziggs: Ziggs is "organizing and connecting people in a professional way." Join groups and make contacts through your Ziggs account to increase your company's presence online and further your own personal career.

24. Plaxo: Join Plaxo to organize your contacts and stay updated with feeds from Digg, Amazon.com, del.icio.us and more.

25. NetParty: If you want to attract young professionals in cities like Boston, Dallas, Phoenix, Las Vegas and Orlando Fla., create an account with the networking site NetParty. You'll be able to connect with qualified, up-and-coming professionals online, then meet them at a real-life happy-hour event where you can pass out business cards, pitch new job openings and more.

26. Networking For Professionals: Networking For Professionals is another online community that combines the Internet with special events in the real world. Post photos, videos, résumés and clips on your online profile while you meet new business contacts.

27. Naymz: A search engine optimised professional networking site which ranks out of ten, ones professional reputation amongst reviews from ones peers and those who know you.

28. SEO TAGG:SEO TAGG: Stay on top of news from the Web marketing and SEO (search-engine optimization) industries by becoming an active member of this online community.

29. Pixel Groovy: Web workers will love Pixel Groovy, an open-source site that lets members submit and rate tutorials for Web 2.0, email and online-marketing issues.

30. Mixx: Mixx prides itself on being "your link to the Web content that really matters." Submit and rate stories, photos and news to drive traffic to your own site. You'll also meet others with similar interests.

31. Small Business Brief: When members post entrepreneur-related articles, a photo and a link to their profile appear, gaining you valuable exposure and legitimacy online.

32. Sphinn:Sphinn: Sphinn is an online forum and networking site for the Internet marketing crowd. Upload articles and guides from your blog to create interest in your own company or connect with other professionals for form new contacts.

33. BuzzFlash.net: This one-stop news resource is great for businesses that want to contribute articles on a variety of subjects, from the environment to politics to health.

34. HubSpot: HubSpot is another news site aimed at connecting business professionals.

35. Tweako: Gadget-minded computer geeks can network with each other on Tweako, a site that promotes information sharing for the technologically savvy.

36. Wikipedia: Besides creating your own business reference page on Wikipedia, you can connect with other users on Wikipedia's Community Portal and at the village pump, where you'll find conscientious professionals enthusiastic about news, business, research and more.

37. Newsvine: Feature top employees by uploading their articles, studies or other news-related items to this site. A free account will also get you your own column and access to the Newsvine community.

38. 43 Things: This site bills itself as "the world's most popular online goal setting community." By publicizing your company's goals and ambitions, you'll gain a following of customers, investors and promoters who cheer you on as you achieve success.

39. Wetpaint: If you're tired of blogs and generic Web sites, create your own wiki with Wetpaint to reach your audience and increase your company's presence online. You can easily organize articles, contact information, photos and other information to promote your business.

40. Frappr: Embed a Frappr map and guestbook into your company's Web page so that you can pinpoint exactly how users find your site, discover in real-time what they have to say about your company profile and services, and create an "interactive, fun and engaging" spot for visitors.

41. Yahoo! Answers: Start fielding Yahoo! users' questions with this social-media Q&A service. Search for questions in your particular areas of expertise by clicking categories like Business & Finance, Health, News & Events and more. If you continue to dole out useful advice and link your answer to your company's Web page, you'll quickly gain a new following of curious customers.

Job Sites.if you want to secure high-quality talent during your company's next hiring spree, you'll need to maintain a strong presence on popular job sites like the ones we've listed below.

42. Mycareer: A popular source of jobs for the job hunter in Australia. Owned by Fairfax media who bring us the Sydney Morning Herald everyday. Post your CV for recruiters to find. Get detailed personality type information.

43. SEEK: Australia's #1 recruitment, career and employment site. It has special sections for 100k plus executives and offers helpful tools and job hunting sector statistics.

44. CollegeRecruiter.com: If your firm wants to hire promising entry-level employees, check CollegeRecuriter.com for candidates with college degrees.

45. Monster: Post often to separate your business from all the other big companies that use this site to advertise job openings.

46. Sologig: Top freelancers and contractors post résumés and look for work on this popular site.

47. AllFreelance.com: This site "offers self-employed small business owners links to freelance & work at home job boards, self-promotion tips" and more.

48. Freelance Switch Job Listings: Freelance Switch is the freelancer's online mecca and boasts articles, resource toolboxes, valuable tips and a job board.

49. GoFreelance: Employers looking to boost their vendor base should check GoFreelance for professionals in the writing, design, editing and Web industries.

50. CareerBuilder.com: Reach millions of candidates by posting jobs on this must-visit site.

51. Career Journal: The Wall Street Journal's Career Journal attracts well-educated professionals who are at the top of their game. Post a job or search résumés here.

About the Author:

Writing professionally for companies for over 9 years in public relations, journalism, advertising (copywriting), internet marketing, blogs, ebooks and ghostwriting. I'm now run my own communications agency, christopher copywriter. Based in the middle of Sydney, Australia's Fashion, Media, Music, Art & Design District, Surry Hills. website: http://www.christophercopywriter.com blog: http://christophercopywriter.wordpress.com/

Social Networks Around the World

http://www.readwriteweb.com/archives/post_2.php

Top 3 Social Networking Sites by Country:

- **Australia:** Facebook, MySpace, Twitter
- **Canada:** Facebook, MySpace, Flickr
- **India:** Facebook, Orkut, Hi5 (Twitter is a close fourth)
- **France:** Facebook, Skyrock, MySpace,
- **China:** QQ, Xiaonei, 51
- **Germany:** Facebook, StudiVZ, MySpace
- **Italy:** Facebook, Netlog, Badoo
- **Russia:** V Kontakte, Odnoklassniki, LiveJournal
- **Spain:** Facebook, Tuenti, Fotolog
- **United Kingdom:** Facebook, Bebo, MySpace
- **United States:** Facebook, MySpace, Twitter

Patterns:

- Facebook has almost colonized Europe and it's extending its domination with more than 200 millions users

- QQ, leader in China, is the largest social network of the world (300 million active accounts)
- MySpace lost its leadership everywhere (except in Guam)
- V Kontakte is the most popular in Russian territories (looks a lot like Facebook)
- Orkut is strong in India and Brazil (this one was a little scary because it already knew my name)
- Hi5 is still leading in Peru, Colombia, Ecuador and other scattered countries such as Portugal, Mongolia, Romania (Hi5 is a San Francisco based Company
- Odnoklassniki is strong in some former territories of the Soviet Union
- Maktoob is the most important Arab community/portal

Appendix B: Some Recommended Reading

Non-Profit

- Sarah DiJulio and Marc Ruben co-authored a chapter in the book, *People to People Fundraising: Social Networking and Web 2.0 for Charities,*, Wiley, 2007. They provide information from a guide to the "lingo" of social sites, to an approach to planning your entry into social networking.

- Allison Fine, Momentum: Igniting Social Change in the Connected Age

- Steve Holzner, Facebook Marketing: Leverage Social Media to Grow Your Business

- The Nonprofit Technology Network (NTEN), Managing Technology to Meet Your Mission (2009, Jossey-Bass/Wiley)

- Tom Watson, CauseWired: Plugging In, Getting Involved, Changing the World

- Cass Wheeler, You've Gotta Have Heart: Achieving Purpose Beyond Profit in the Social Sector

- Driving Results through Social Networks: How Top Organizations Leverage Networks for Performance and Growth

General

- Rob Cross and Robert J. Thomas, Driving Results through Social Networks: How Top Organizations Leverage Networks for Performance and Growth

- Seth Godin, Tribes: We Need You to Lead Us

- Jeff Howe, Crowdsourcing: Why the Power of the Crowd Is Driving the Future of Business

- Charlene Li and Josh Bernoff, Groundswell: Winning in a World Transformed by Social Technologies

- Katie Delahaye Paine, Measuring Public Relationships: The Data-Driven Communicator's Guide to Success

- Tim O'Reilly and Sarah Milstein, The Twitter Book

- Ben Rigby, Mobilizing Generation 2.0: A Practical Guide to Using Web2.0 Technologies to Recruit, Organize and Engage Youth

- Rodney Rumford, Twitter for Business

- Clara Shih The Facebook Era: Tapping Online Social Networks to Build Better Products, Reach New Audiences, and Sell More Stuff

- Clay Shirky, Here Comes Everybody: The Power of Organizing Without Organizations

- Don Tapscott and Anthony D. Williams, Wikinomics: How Mass Collaboration Changes Everything

- Jan Vermeiren , How to REALLY use LinkedIn

Appendix C: Online Resources

Resource	Description
501c3Cast: http://coreyp501c3.libsyn.com/	A show for nonprofit professionals about the nonprofit sector, not-for-profit organization issues, and philanthropy. Includes Fundraising/Development, Volunteer Management, Social Action, Marketing, Membership, and Professional Development.
A. Fine Blog http://afine2.wordpress.com/	Allison Fine Writes About Social Media and Social Change
Amy Sample Ward's Version of NPTech http://www.amysampleward.org/	Educated to supporting and educating nonprofits and the progressive social change sector about evolving technologies that cultivate and engage communities
Beth's Blog: How Nonprofits Can Use Social Media Beth Kanter http://beth.typepad.com/	A place to capture and share ideas, experiment with and exchange links and resources about the adoption challenges, strategy, and ROI of nonprofits and social media
Blogging Tips for Beginners http://www.problogger.net/archives/2006/02/14/blogging-for-beginners-2/	Basics of blogging and a lot of the decisions and strategies that you'll want to consider when setting up and starting a blog.
10 Ways Nonprofits Can Use Blogs **http://www.netsquared.org/blog/britt-bravo/10-ways-nonprofits-can-use-blogs**	From NetSquared and written by Britt Bravo. The post actually gives 10 ways for nonprofits to use blogs, from reporting back from a conference to (my favorite) how to raise money with blogs. There are some great stats too on the demographics of people who read blogs.
CausedWired Communications http://causewired.com/	**Consultants** to organizations working to make the world a better place: CauseWired helps you succeed in inspiring others to take action
Getting Attention http://www.gettingattention.org/	Source of ideas, tactics, and tips for nonprofit communicators focused on helping their organizations succeed through effective marketing.
GreatNonprofits ishttp://www.greatnonprofits.org	A place to find, review, and talk about great -- and perhaps not so great -- nonprofits. If you have direct experience with a nonprofit, share your knowledge and help other people discover trustworthy nonprofits that are making a difference
Have Fun • Do Good http://havefundogood.blogspot.com/	A blog for people who want to make the world a better place AND have fun!
John Kenyon - Nonprofit Technology Educator & Strategist http://johnkenyon.typepad.com/john_kenyon_nonprofit_tec/	Nonprofit Technology consulting, training and writing about appropriate, effective solutions.
Katya's Non Profit Marketing Blog http://nonprofitmarketingblog.com/	Personal blog on Robin Hood Marketing—the concept of stealing corporate savvy to sell just causes—and my life as a marketer, from Washington DC to Madagascar to points in between
Kivi's Non Profit Communication Blog http://www.nonprofitmarketingguide.com/blog/	**Do-It-Yourself Nonprofit Marketer**

Resource	Description
Marketing for Non-Profits http://www.marketingfornonprofits.org/	
Media Rights http://www.mediarights.org/	Maximizes the impact of social-issue documentaries and shorts. By engaging with the MediaRights community, filmmakers reach audiences, educators and librarians bring films into their classroom, and nonprofits and activists integrate media into their campaigns.
Michael Stein's NON-PROFIT TECHNOLOGY BLOG http://michaelatmo.blogspot.com/	Thoughts on technology, software, and organizational life
Mobileactive.org http://mobileactive.org/	A resource for activists using mobile technology worldwide
Netsquared http://netsquared.org/blog	Mobilizing individuals and communities, providing Web-based tools, and awarding financial support to leverage social action projects
New Voices for Philanthropy http://www.tristaharris.org/	Trista Harris is nationally known as a passionate advocate for new leaders in the philanthropic and nonprofit sectors. She is a leading voice for Generations X and Y and seeks to create professional development opportunities throughout the sector
Nonprofit Conversation http://www.nonprofitconversation.blogspot.com/	Provide a forum for discussion of nonprofit success and challenges
Non-Profit Blogging, Podcasting and Social Media http://www.thenewpr.com/wiki/pmwiki.php?pagename=NonProfitBlogs.HomePage	A discussion space for those interested in the use of social media (blogs, podcasts, RSS, and more) by non-profits to enhance their public relations/marketing activities.
NTEN http://nten.org/	Membership organization of nonprofit professionals who put technology to use for their causes. NTEN is a community of peers who share technology solutions across the sector and support each other's work.
The Online Fundraising Blog http://www.onlinefundraisingblog.com/	Blog about online fundraising for non profit organizations
Resist http://www.resistnetwork.com/contribute/socialchange	A quest for people whose actions are shifting our perspectives on the world, a search for people who are inspiring new ways of thinking, acting and being, who are instigating change from below
Social Signal http://www.socialsignal.com/	Social media marketing can help companies sell their products and services, or organizations mobilize new levels of awareness and support. We help you use social media to sell what you do - by using social media to do what you do even better.

Resource	Description
Social Actions http://my.socialactions.com/profiles/blog/list	Helps people find and share opportunities to make a difference
Social Butterfly http://www.fly4change.com/	This site is to highlight the growing movement of social marketing
Social Citizens http://www.socialcitizens.org/blog	Immerse. Disperse. Converse
Slideshare http://www.slideshare.net/	Upload and share your PowerPoint presentations and Word documents on SlideShare. Share publicly or privately. Add audio to make a webinar.
Social X Social http://socialbysocial.wordpress.com/	Using social media for social change
TechSoup http://techsoup.org/	TechSoup.org has a cornucopia of info about social media. The collection of articles labeled Everything You Need to Know About Web 2.0 offers the basics of social media to get started
We Are Media http://www.wearemedia.org/	We Are Media Project: The Social Media Starter Kit for Nonprofits
Wild Apricot http://www.wildapricot.com/blogs/newsblog/default.aspx	Discuss issues and trends in modern web technologies that help your organization achieve more with less
Zen and the Art of Nonprofit Technology http://www.zenofnptech.org/	Thoughtful and sometimes snarky perspectives on nonprofit technology
nonprofit Fundraising Resources http://www.nonprofitfundraisingresources.com/404/blog/	Comprehensive online resource for individuals and organizations seeking information about nonprofit fundraising
Full Circle http://www.fullcirc.com/wp/	Communications, planning, and connected solutions for a changing world
Eric H. Doss http://erichdoss.com/category/non-profit/	Technology, Management and Life
http://www.thesocialorganization.com/ The Social Organization	Great resource. The Social Organization is where I (Rachel Happe) work through problems, test hypotheses, get feedback, and present my perspectives on how social tools are changing organizations and the way in which people relate to each other.
ION Digital http://ioncorporation.com/blog/	This is a great resource with wonderful tips and articles. It is not targeted for non profits but a worthwhile read. It's designed for business people who are trying to get their arms around this field—marketers, managers, entrepreneurs and so on—but don't have time to read dozens of blogs a day
Museum 2.0 http://museumtwo.blogspot.com/	Museum 2.0 explores ways that web 2.0 philosophies can be applied to museums

Appendix D: Social Media Monitoring Tools

Brand Overviews		
HowSociable?	A simple, free, tool that can measure the visibility of your brand on the web across 22 metrics	http://howsociable.com/
Addict-o-matic	A nice search engine that aggregates rss feeds, allowing you to quickly see the areas where a brand is lacking in presence	http://addictomatic.com
socialmention	A social media search engine offering searches across individual platforms (eg blogs, microblogs) or all, together with a 'social rank' score. Whether or not the score is transparent enough to be meaningful is open to debate.	http://socialmention.com/
Google Analytics	Track referrals to your website from the social media platforms you're using	http://www.google.com/analytics/
Blog Search Tools		
TECHNORATI Search	Technorati's new search interface. Use it to find top blogs based upon inbound links only	http://search.technorati.com/
TECHNORATI Advanced	Technorati's advanced search page allows you to search for blogs (rather than posts) based on tags.	http://technorati.com/search?advanced
Google Blog Search	Google's index of blog posts. The advanced search tab allows you to search based on additional criteria. Very good for searching between specific dates.	http://blogsearch.google.com/
IceRocket	Blog search tool that also graph-ifies	http://www.icerocket.com
BlogPulse	Search for blog posts by keyword. Developed by Nielsen BuzzMetric	http://www.blogpulse.com/
Backtype	Reputation monitoring	http://www.backtype.com/
Buzz Tracking		
serph	Track buzz in real time	http://www.serph.com
Google Trends	Shows amount of searches and google news stories	http://google.com/trends
Trendpedia	Create charts showing the volume of discussion around multiple topics. Generates cool graphs	http://www.trendpedia.com/
Omgili Charts	Omgili Buzz Graphs let you measure and compare the Buzz of any term. Mostly from review sites/forums	http://buzz.omgili.com/graphs.html
eKstreme	blog data is obtained from Technorati and the social bookmarks come from del.icio.us	http://ekstreme.com/buzz

Message Board Search Tools		
BoardTracker	tracks words in forum	http://www.boardtracker.com/
BoardReader	Search multiple message boards and forums	http://boardreader.com/
Omgili	Omgili is a specialized search engine that focuses on "many to many" user generated content platforms, such as, forums, discussion groups, mailing lists, answer boards and others. Omgili finds consumer opinions, debates, discussions, personal experiences, answers and solutions	http://www.omgili.com/
Google Groups	Searches usenet group	http://groups.google.com/?pli=1
Yahoo! Groups	Searches all Yahoo! Groups	http://groups.yahoo.com/
Twitter Search Tools		
Twitter Search	Search keywords on Twitter which "self-refreshes". See what's happening — 'right now'.	http://search.twitter.com/
Twitstat	Twitter Tweitgeist - Tag cloud for last 500 Tweets	http://www.twitstat.com/cloud.html
TweetScan	search for words on Twitter	http://tweetscan.com/
Twit(url)y	see what people are talking about on Twitter	http://twitturly.com/
Hashtags	Realtime Tracking of Twitter Hashtags	**http://hashtags.org/**
Tweetbeep	Track mentions of your brand on Twitter in real time.	http://tweetbeep.com/
Twitrratr	Rates mentions of your search term on Twitter as positive/neutral/negative	http://twitrratr.com/
TweetMeme	View the most popular Twitter threads occurring now	http://tweetmeme.com/
TwitScoop	Through an automated algorithm, twitscoop crawls hundreds of tweets every minute and extracts the words which are mentioned more often than usual and creates a tag cloud	http://www.twitscoop.com/
Twilert	Twitter application that lets you receive regular email updates of tweets containing your brand, product, service	http://www.twilert.com/
Twendz.	Real-time Twitter monitoring with sentiment	http://twendz.waggeneredstrom.com/
Collection Points		
Google Reader	Web-based aggregator, capable of reading Atom and RSS feeds online or offline	http://www.google.com/reader/view/
Netvibes	Allows you to set up a pretty nifty dashboard using a combination of RSS feeds and widgets	http://www.netvibes.com/#General

Web Site Traffic

Compete	Competitor site traffic reports. Estimates only of monthly visitor data. Best used on large high-traffic Web sites	http://www.compete.com/
Quantcast	Use this on large high-traffic Websites. It allows you to compare multiple web sites in one handy chart. Estimates only of monthly visitor data	http://www.quantcast.com/
Alexa	Comparative site traffic reports. Includes estimated reach, rank and page views	http://www.alexa.com/
BlogFlux Page Rank	Tells you Google Page Rank for a web page. Use this to compare different websites	http://pr.blogflux.com/index2.php

Search Data

Google Trends	Search trends and see search volume by country and region	http://www.google.com/trends
Google Insights	Compare search volume patterns across specific regions, categories, and time frames	http://http//www.google.com/insights/search/#
Wordtracker Keywords	Displays average daily search volume of a given keyword or phrase	http://freekeywords.wordtracker.com/
Yahoo! Keyword Tool	Displays search volumes for specific keywords and phrases for previous month's search data	**http://sem.smallbusiness.yahoo.com/searchenginemarketing/**
Google Keyword Tool	Generate keyword ideas for related keywords and search volumes.	https://adwords.google.com/select/KeywordToolExternal

Social Bookmarking

Digg	ocial Bookmarking, mainly for news, images and videos	http://digg.com/
StumbleUpon	Social bookmarking - general cool stuff	http://www.stumbleupon.com/
Delicious	Social Bookmarking service	http://delicious.com/
SocialMarker	**Free service** designed to reduce the time and effort needed to socially bookmark a website	http://www.socialmarker.com/

Miscellaneous

Grader.com	A family of tools that helps measure all that matters in inbound marketing.	http://www.grader.com
Facebook Lexicon	search any keyword and instantly see how often it is discussed on Facebook users' "walls"	http://www.facebook.com/lexicon/ http://www.facebook.com/lexicon/new/?topic=obama

Appendix E: Directory of Files on TAG

Format	Title	File Name
Basics: Overview		
Acrobat	Developing A Social Media Plan	advancedsocialmedia-090421150459-phpapp02
PPT	National Wildlife Federation: Welcome to the Social Media Bandwagon	educationpresentation-090331145641-phpapp01
PPT	Marketing on a ShoestringSocial Media & Not for	Profitsmarketingonashoestring-090318182847-phpapp02
PPT	Social Media for NGOs: The African Commons Project and	Sangonetsangonetcourse-090409041603-phpapp01
PPT	The Impact of Corporate Culture on Social Media (An IBM Case	Study)snc-09-corp-culture-and-social-media-slideshare-version-1232631143567721-3
PPT	Social Media for Non-Profits and Special Causes	socialmedia404podcampyhzsocialmediafornonprofitsandspecialcauses-1232886117949542-3
Acrobat	Towards a More Social Organization	disruptivemedia2009-090508044454-phpapp02.pdf
Acrobat	Social Media Principles: It's more then marketing	smintrobhamch-090427102131-phpapp02.pdf
PPT	Non Profit 2.0: How Web 2.0 is changing the game for Non Profits	web-20-for-nonprofits-for-slideshare-1212091140548103-8
Emergency Response		
Word	The Design of an Online Social Network Site for Emergency Management: A One-Stop Shop	designemergmgmtsocnetwork
Acrobat	Twitter, Social Media and the Problems of NIMS	CompliantNIMS_and_Social_Media.258514
Acrobat	Online Social Media in Crisis Events	Online social media in crisis events
PPT	10 Steps of Crisis Planning *in a* New Media Environment	10stepsforintegratingsocialmediaintocrisisplanning4-20-09-090420164812-phpapp02.ppt
Acrobat	Using Social Media In APublc Health Emergency	using-social-media-in-a-public-health-emergency

Format	Title	File Name
Online Fundraising		
Acrobat	A Consumers Guide To Low Cost Donor Management Systems	consumers_low_cost_donor_mgmt
PPT	Fundraising and Constituent Management	Convio Google Fundraising
Acrobat	An Overview of Convio	Convio
Acrobat	Perfecting Your Page: Can donation page optimization boost online giving?	DD_LP_Optimization_paper_May08
Acrobat	Landing on Gold: Optimizing your donation landing pages to increase giving	Donordigital-Landing_Page_Optimization_2
Acrobat	Humane Society: Deadly Online Fundraising Mistakes (and How to Avoid Them)	Firstgiving 7 Deadly Online Fundraising Mistakes
PPT	Fundraising 2.0: A New Model for Fundraising on Facebook Using an Old Skool™ Tool: Cause-Related Marketing	fundraisingonfacebook-1222701673776873-8
PPT	Fundraising and Technology: Or as a Facebook friend called it: "Facebook, Twitter & My Space: How to hit up friends for money"	fundraisingtechnology-090414093239-phpapp02
Acrobat	Mission Inspired Gifts™ Online Fundraising Meets E-Commerce	MissionInspiredGiftsWhitePaper
Acrobat	Network for Good: My Nonprofit's Ready for Its Close-up: Creating an Online Video Strategy	Online video strategy transcript
Acrobat	Creating an Online Video Strategy	Online video strategy
Acrobat	Twitter Fundraising: Holy Grail or Fail Whale?	NP911_042809_Slides.pdf
Acrobat	2008 DonorCentrics™ Internet Giving Benchmarking Analysis	TargetInternetGivingSummary2008
Acrobat	Index of National Fundraising Performance	TargetIndexResultsSummaryQ42008.pdf
PPT	**Show Me The Money: Fundraising 2.0**	francis-090609142309-phpapp01.ppt
NetHope Members Case Studies – Please Add Yours		
PPT	MercyCorps Better Online Storytelling	MercyCorps-Better Online Storytelling from NTEN's 2009.ppt:
Word	Some Examples	Heifer International
Word	Some Examples	Oxfam
Word	Some Examples	The Nature Conservancy
Word	Some Examples	WaterAid
Word	Some Examples	World Vision International

Format	Title	File Name
Online Communities		
Acrobat	The Nature Conservancy: Followers, Friends and Fans: Expanding Your Online Community A Case Study in Building Buzz… *Without a Budget*	buildingbuzz-1223033509050764-9
PPT	Online Digital Habitats (or it is all still pizza?)	learntrendsdigitalhabitatsslideshare-1227071343666821-9
PPT	How Communities Work	mqcommunities-090411160911-phpapp01
Acrobat	Ning for Nonprofits	ningfornonprofits-090405180601-phpapp02
PPT	Building and Sustaining Vibrant Online Communities	ntenpresentation-090421131210-phpapp02
Planning		
PPT	Social Media for Non-Profits *Great opportunity? Colossal waste of time? The answer is YES*	socialmediafornon-profits-090407152649-phpapp01
Acrobat	The Secret Underground Guide to Social Media for Organizations	socialmediaguiderelease
PPT	Social Media Strategy: Brainstorm Social Media into your Business	Socialmediastrategy
PPT	10 Step Social Media Plan	Spur_Social_Media_Guide
PPT	Creating a Plan	strategymapday1-090508155328-phpapp01.ppt
Acrobat	Your Organization's Social Media Strategy Map by Beth Kanter	your-strategy-map-1233337555730177-2
Acrobat	360i-Social-Marketing-Playbook	360i-Social-Marketing-Playbook.pdf
Policies		
Acrobat	ASHA SocialMedia Guidelines for ASHA Employees	asha-social-media-guidelines
Word	Social Media Resources	SocialMediaPoliciesResources
Research		
Acrobat	Nonprofit Social Network Survey Report	NonprofitSocialNetworkSurveyReport
Acrobat	Migrating to Agility 2.0: Social Computing Enables Organizational Growth and Innovation	social computing white paper Lehigh University
Acrobat	Social Media Marketing Industry Report: *How Marketers Are Using Social Media To Grow Their Businesses*	SocialMediaMarketingIndustryReport

Format	Title	File Name
Research (Con't)		
Acrobat	Trends in Constituent Satisfaction with Nonprofit Websites	ForeSeeResults_NonprofitWebsiteStudy_Spring2009.pdf
Acrobat	Social Media Ad Metrics Definitions	Social-Media-Metrics-Definitions-0509.pdf
Acrobat	Universal Mccanns Global Research Into The Impact Of Social Media	um-international-social-media-research-wave3-1208176731994979-9
Thought Leadership Presentations		
PPT	Social Media for Social Good: United Nations Foundation	UNF
PPT	Social Media in the Nonprofit World: Questions You Always Wanted to Ask	ebook1-090526193436-phpapp01.pptx
Tools: Facebook, Twitter, etc.		
Acrobat	The Digiactive Guide to Twitter for Activism	digiactive_twitter_guide_v1-0
PPT	Facebook and Causes: Leveraging Social Networks for Real World Result	Facebook and Causes
Acrobat	Social Networking on a Mission About Heartland Alliance for Human Needs & Human Rights	heartlandalliancetwitter
PPT	Followers, Friends and Fans: Expanding Your Online Community: Why Twitter Matters	lauraleedooleywhytwittermatters081021-1223382145207466-8
Acrobat	How and Why People Twitter: The Role that Microblogging Plays in Informal Communication at Work	Twitter paper - dejin
PPT	Twitter: Nonprofits and micro-blogging	twitter-090427103720-phpapp01
PPT	Twitter.org: What, why, who and how for Nonprofit Organizations using Twitter	twitterorg-090406084156-phpapp02
PPT	Activating Your YouTube Audience	YouTube
PPT	Nonprofit Radio: Podcasts	09ntcnonprofitradiosession-090505100028-phpapp01.ppt
Acrobat	Blogging for Non-Profits	bloggingsexton09ntc-090504142955-phpapp01.pdf
PPT	Nonprofit Radio: How to Make Podcasts to Engage your Supporters	09ntcnonprofitradiosession-090505100028-phpapp01.ppt

Format	Title	File Name
Tools: Facebook, Twitter, etc. (Con't)		
Acrobat	How to Use Facebook for Business	facebookforbusinessebookhubspot-090609195906-phpapp01.pdf
Acrobat	Rent or Buy: Why Nonprofits need SAS	Whitepaper_BBIS_RentOrBuy.pdf
Acrobat	Blogging for Non Profits	bloggingsexton09ntc-090504142955-phpapp01.pdf

About NetHope

As a 501.c.3 the goal of this paper is to be shared with other nonprofit organizations so here is some information about NetHope.

- NetHope is a new generation information and communications technology (ICT) collaboration of 26 leading international non-governmental organizations:
- Representing nearly $33B+ of humanitarian development, emergency response and conservation programs in 150 countries
- Facilitating a great opportunity to partner with major Corporations, Foundations and others stakeholders
- NetHope's members are facing the same ICT issues and solving common ICT problems in the field better, faster and cheaper by working together
- Enabling solutions creation and delivery to millions of end beneficiaries under challenging conditions in the most remote parts of the earth
- NetHope Address Five Critical Areas
    - Connectivity
    - Emergency Response
    - ICT Skills Building
    - Shared Services
    - Innovation for Development

NetHope Members