High Impact eAdvocacy

Listening Online to Message More Effectively

These training materials have been prepared by Aspiration

eAdvocacy/Social Media Capacity Building Program Supported by Consumer Protection Foundation and ZeroDivide Foundation

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ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Agenda

- What is a listening dashboard?
- How can it be useful for your organization?
- What is an RSS Feed?
- What tools can help?
- How can it inform your messaging?

Basics

- Why do I need a listening dashboard?
  - To be notified when keywords of interest are mentioned on the internet

Benefits to Listening Online

- How is it valuable?
  - Be part of the conversation
  - Save $$$
  - Less guessing

Engage in Online Conversations

Pre-Cautions to Listening Online

- Does not provide Analytics
- Isn't fool proof
- Sift through noise
- Unique Online Identity

Your Online Listening Garden

Caveats of Free Online Tools

- If you are not paying for the product, you are the product
  - When you connect your social media accounts to these tools, pay attention to what permissions you are allowing

- Tools change EVERY. SINGLE. DAY.
  - This is a snapshot of what we know is working for NGOs TODAY

- Trust Yourself
  - These tools give insight but, tech filters are not a replacement for human intuition

Activity:

What are Your Search Terms?

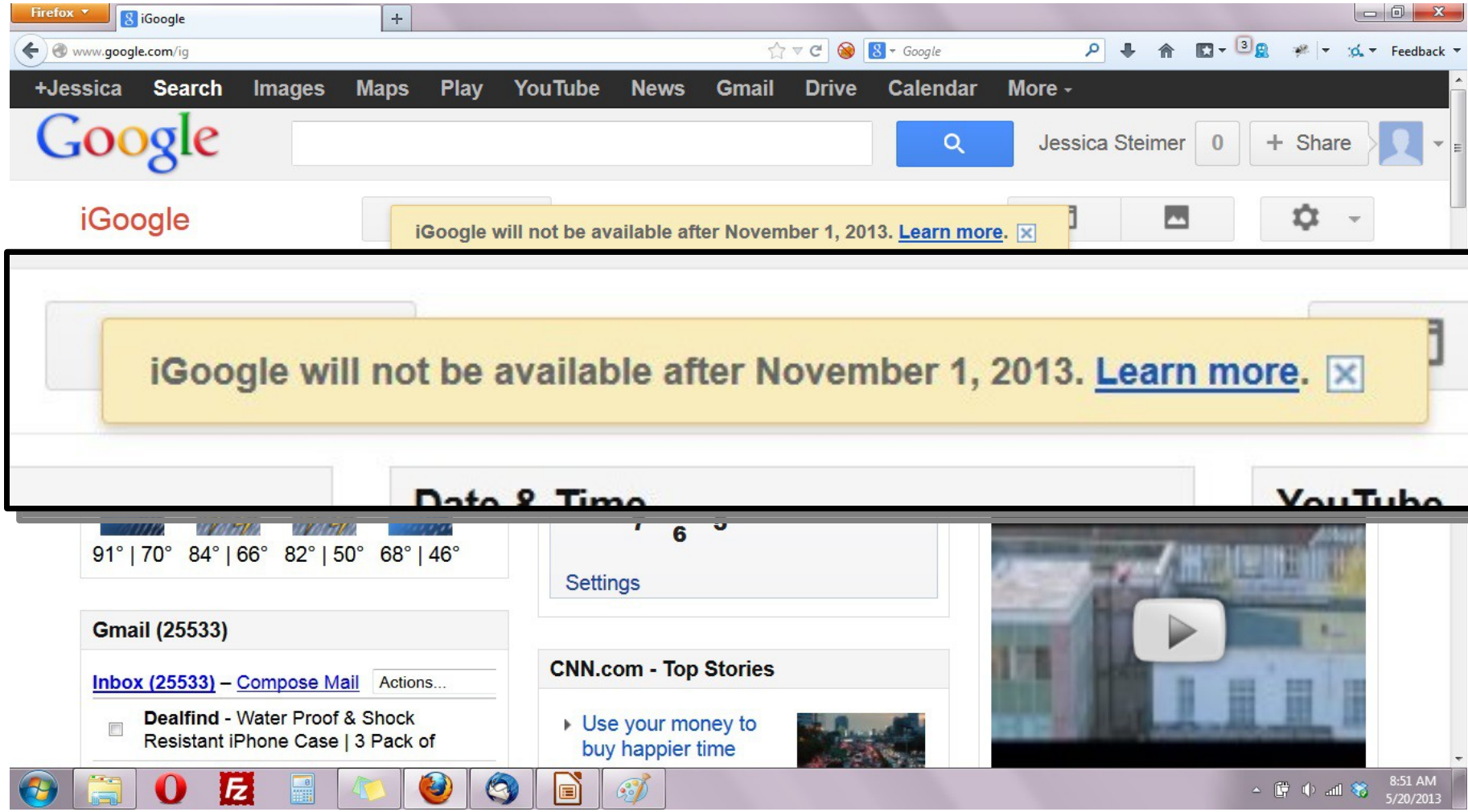
Tools to Listen

- Online Listening Dashboards
  - Netvibes
  - Storify
- New Content Feeds (RSS)
  - Google Alerts
  - Bing Search
- Twitter Listening
  - Hootsuite
  - Commun.it
  - Followeronk
  - Tweetlevel

Online Listening Dashboards

- Check ONE place for notifications about when keywords of interest are mentioned on the internet
  - Netvibes
  - Storify

IGoogle


Firefox
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www.google.com/ig
Google
Feedback
+Jessica
Search
Images
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Play
YouTube
News
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Drive
Calendar
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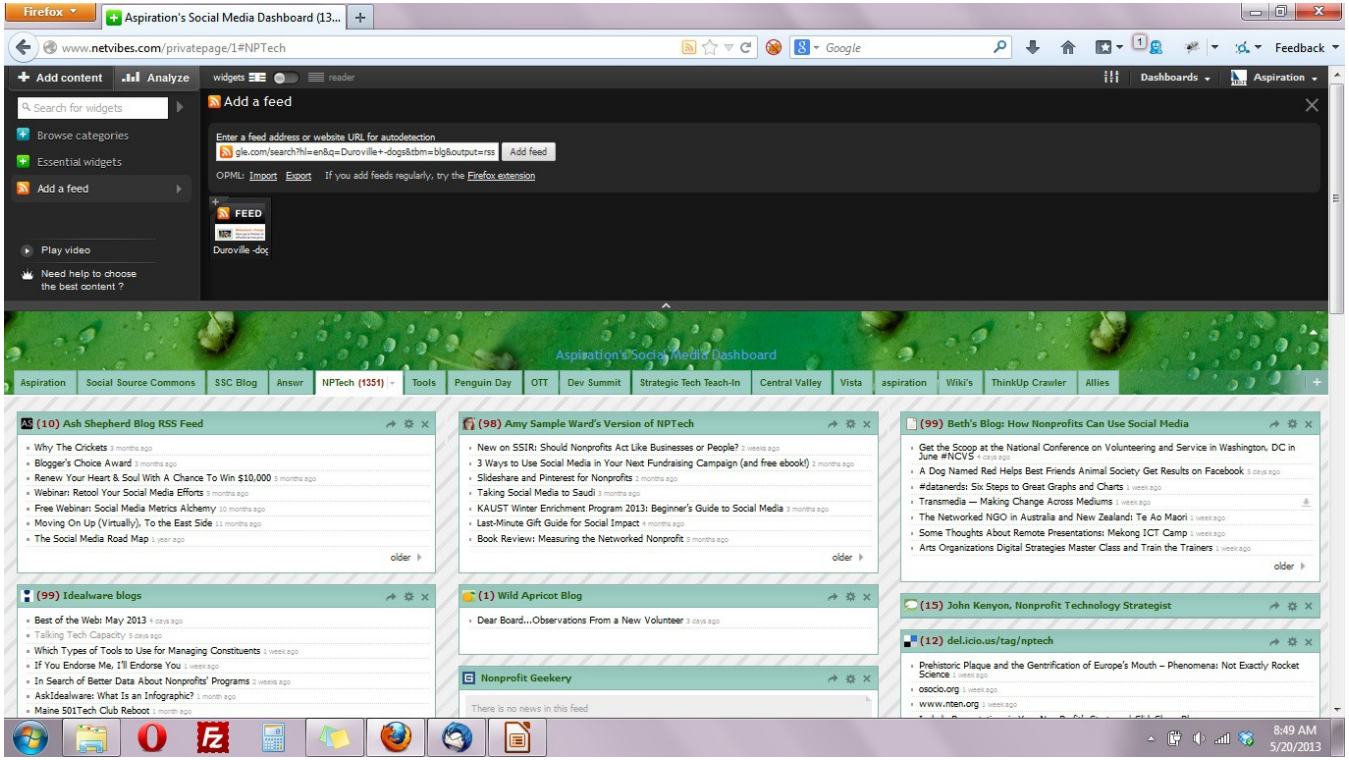
iGoogle will not be available after November 1, 2013. Learn more.
iGoogle will not be available after November 1, 2013. Learn more.
91° | 70°
84° | 66°
82° | 50°
68° | 46°
Settings
Gmail (25533)
Inbox (25533) – Compose Mail
Actions...
Dealfind - Water Proof & Shock Resistant iPhone Case | 3 Pack of
CNN.com - Top Stories
Use your money to buy happier time
8:51 AM
5/20/2013

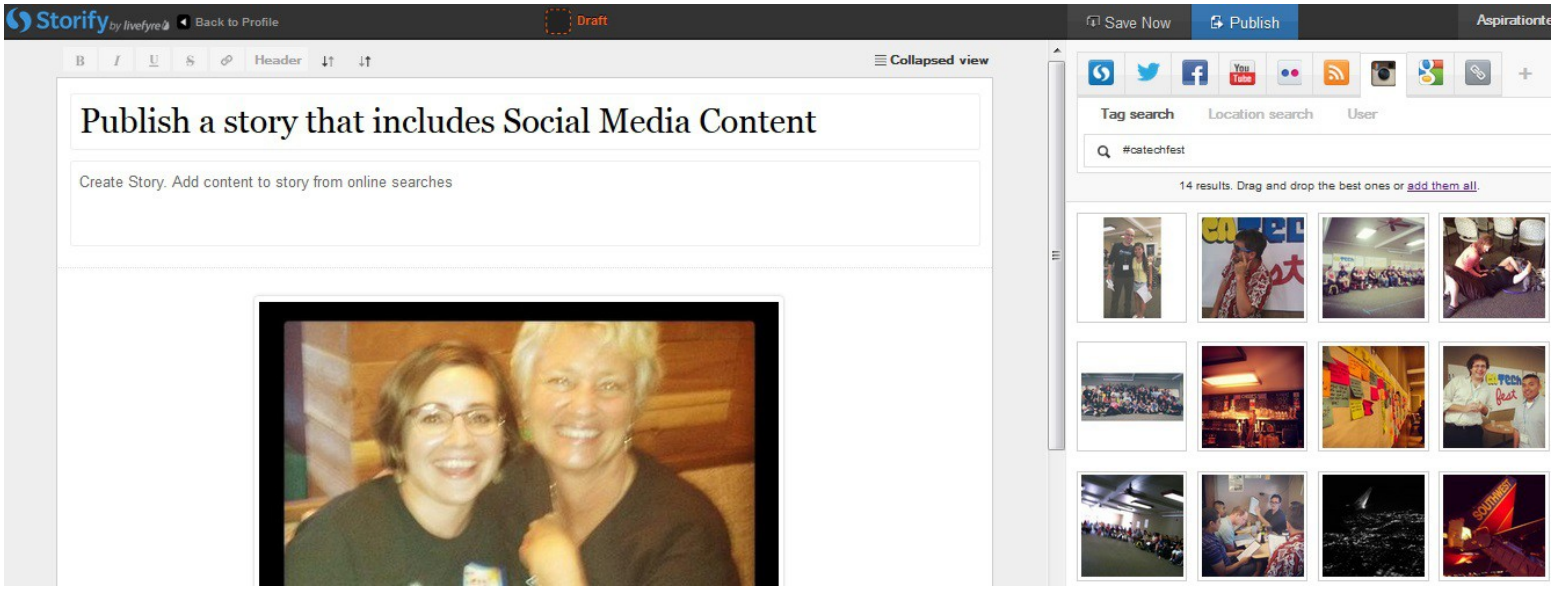
Online Listening Dashboards

- www.netvibes.com

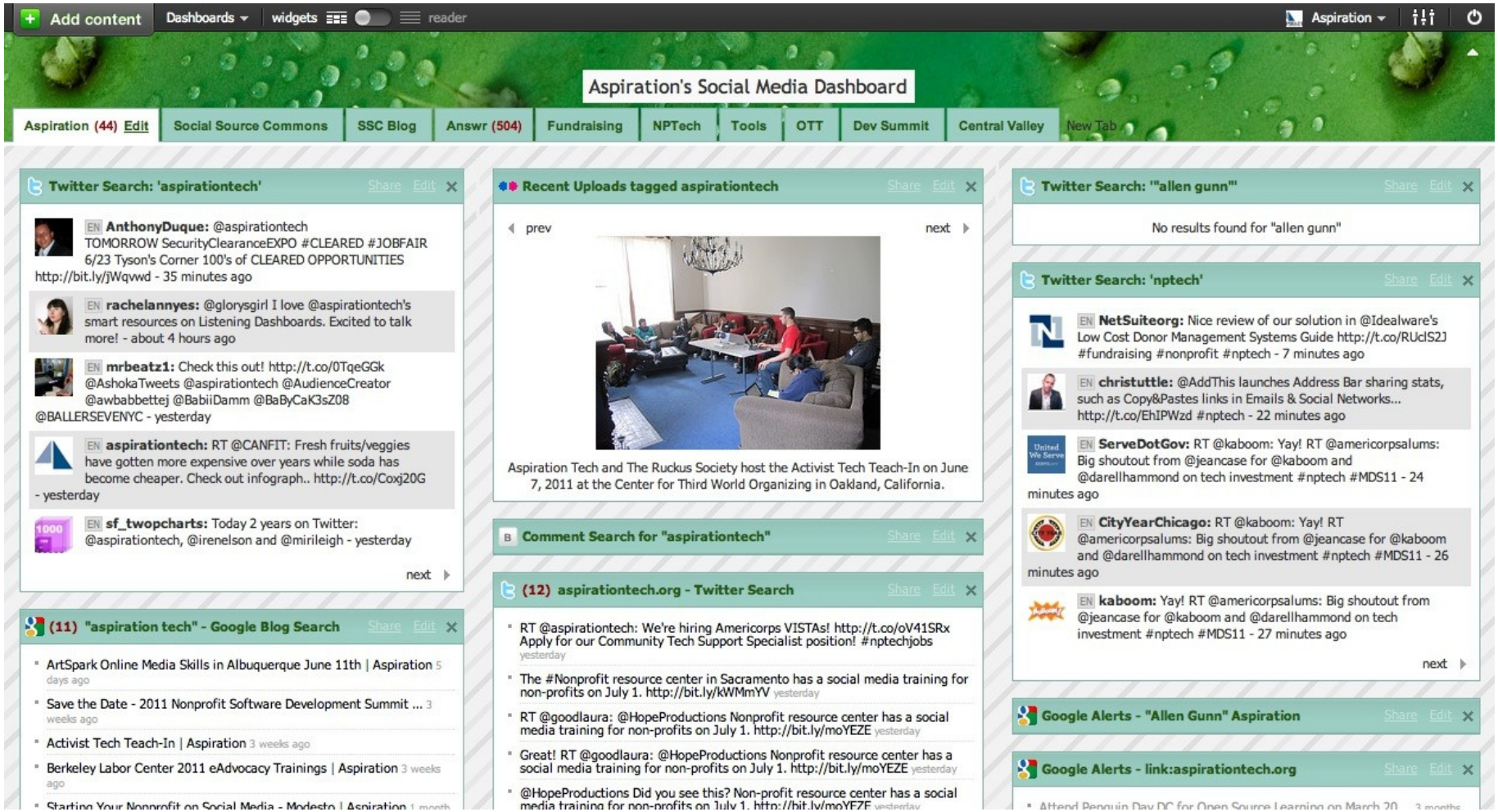


Online Listening Dashboards

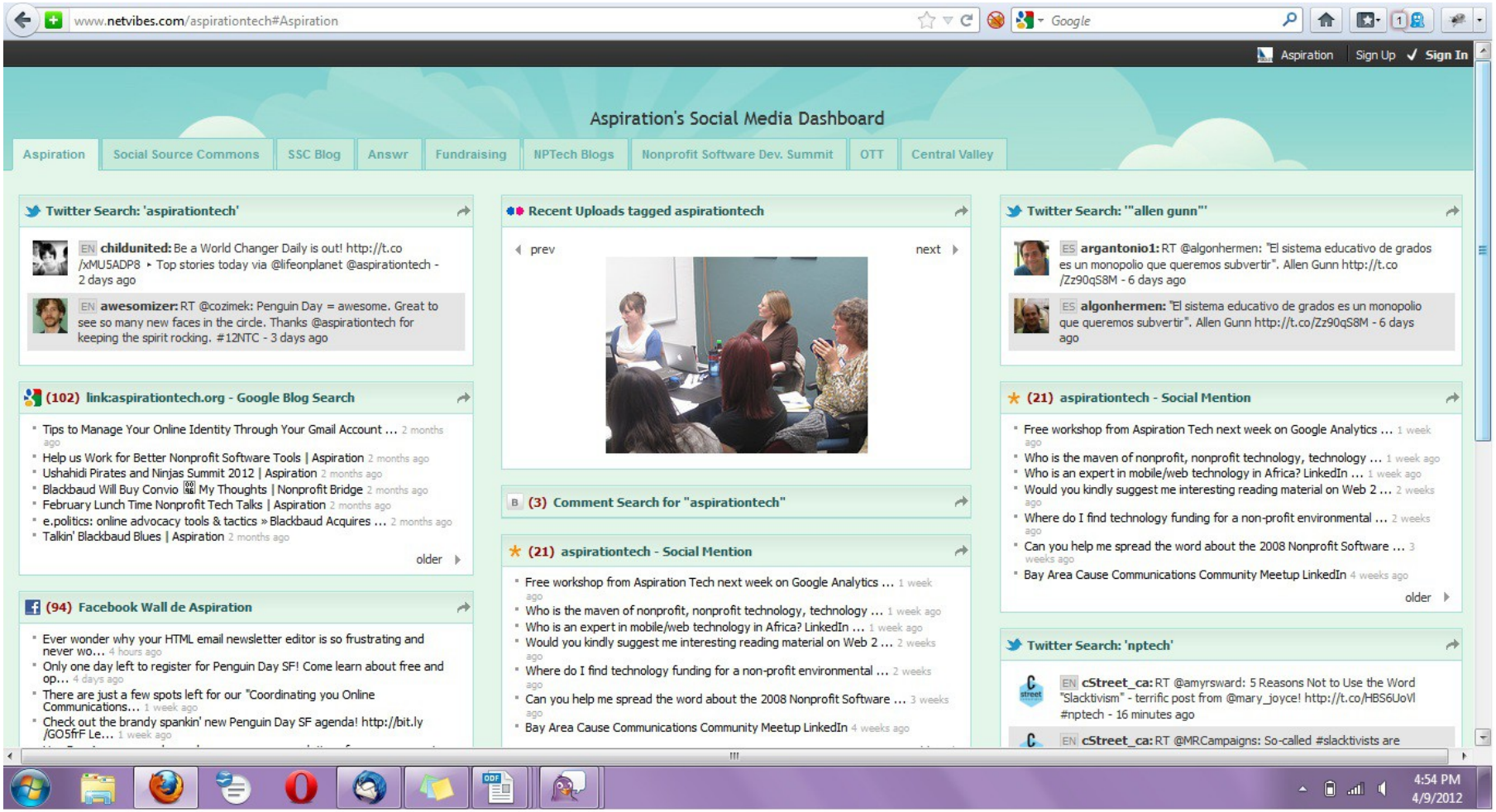
- www.storify.com



What a Dashboard Looks Like



Netvibes.com/aspiration tech



Building a Listening Dashboard

- What Do I need to know to build a Dashboard?
  - What are RSS Feeds
  - How to find RSS feeds
  - Choosing a RSS Reader

RSS

- RSS: Really Simple Syndication
  - Web page content is "syndicated" or broadcast out using RSS

- RSS "feeds" allow people to see when there is new content on a web page by "subscribing"
  - e.g. blog posts

Subscribing

	Magazine	Email	Web Page
What?	Topical News	New updates from org	New updates from webpage
Where does it go?	Physical Mailbox	Email Inbox	RSS Reader
How to subscribe?	Little card thingys	Sign-Up box on website	

Like subscribing to a magazine....

Or, subscribing to a Enewsletter

Subscribe to RSS Feeds

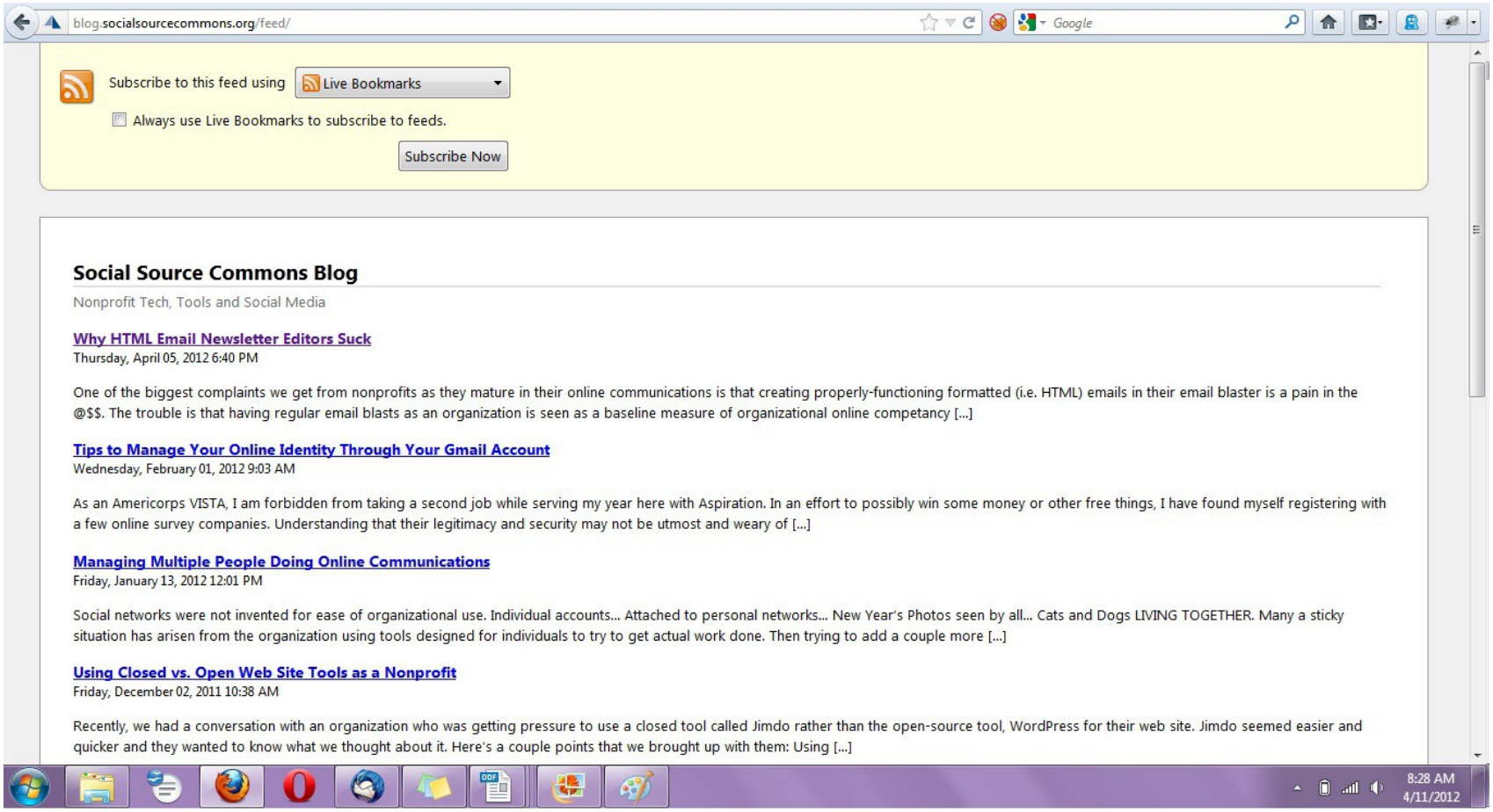
Finding a Page's RSS Feed

- Look for the icon or a link to "RSS" "Feed" or "Atom"

- Some browsers auto-detect RSS
  - They place an icon in the browser address bar
  - Safari feeds can be tricky

Find & Click the RSS Icon

RSS Subscribe Page



Social Media RSS

- RSS is not just limited to blog posts

- Sites publish RSS feeds for new social media content
  - New Twitter tweets
  - New blog posts
  - New bookmarks
  - New Photos

RSS from Search

- RSS feeds can also be generated from searches
  - e.g. Twitter Search, Blog Search
- Search for a term, subscribe to the RSS feed of the search results page
  - The feed will then automatically update anytime there's a new result

RSS from Social Media Search

- So RSS can monitor social media searches for you and update when someone mentions something you care about:
  - Organization name, Exec. Dir. name, Relevant issue keywords, important people, propositions, etc.

Subscribing to RSS

- Add RSS Feed to an RSS Reader

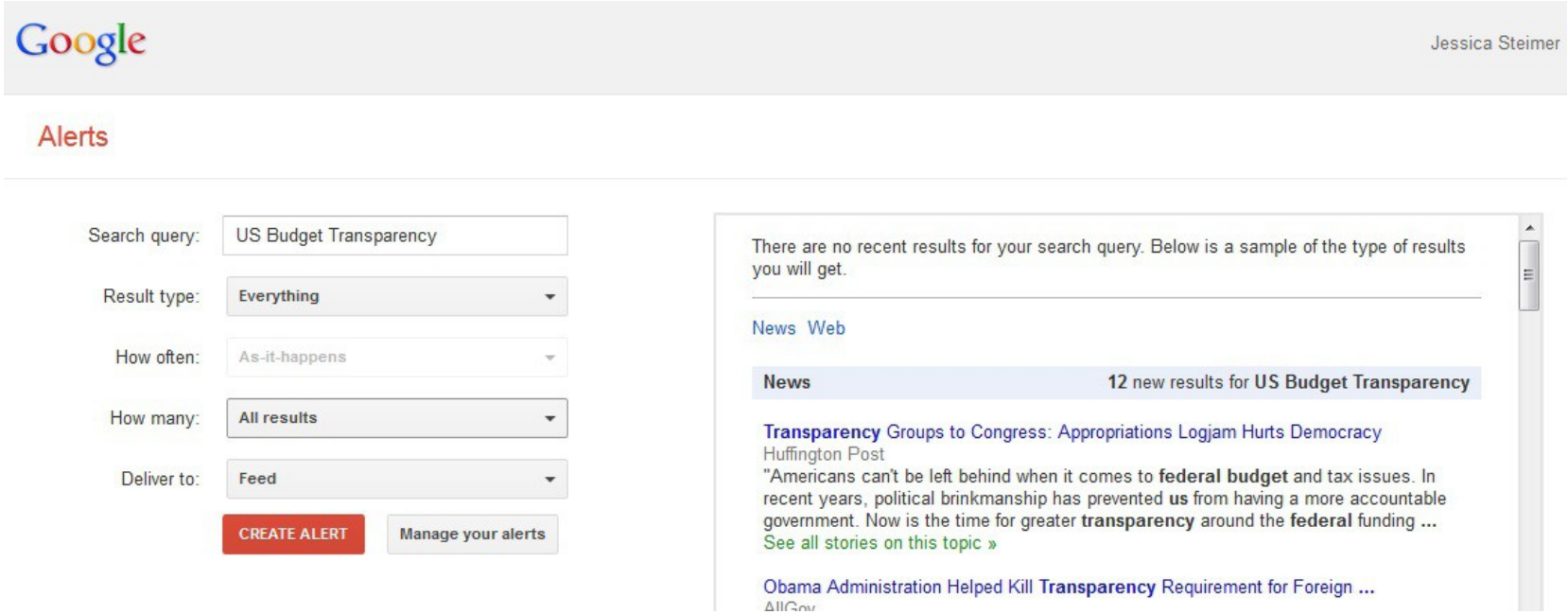
- RSS Readers
  - Igoogle or google reader (phasing out)
  - Netvibes.com
  - Storify.com

New Content Feeds

- Search for a person or keyword,
then subscribe to the feed of the search results page
  - Google Alerts
  - Google Blog Search
  - Bing Search

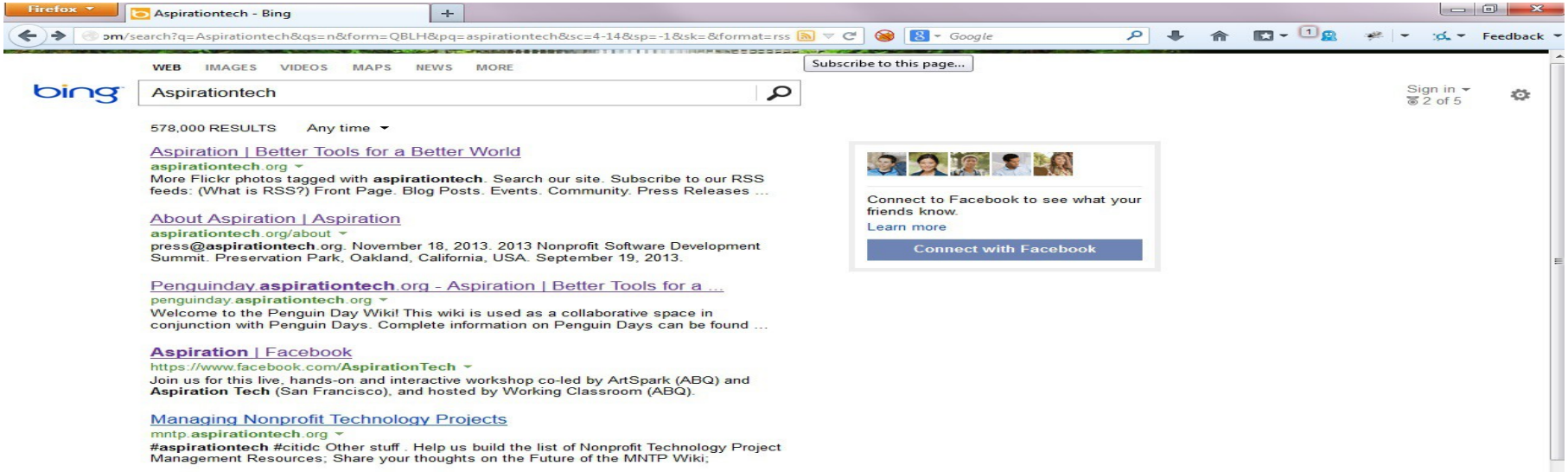
New Content Feeds

- Google Alerts to RSS Feed



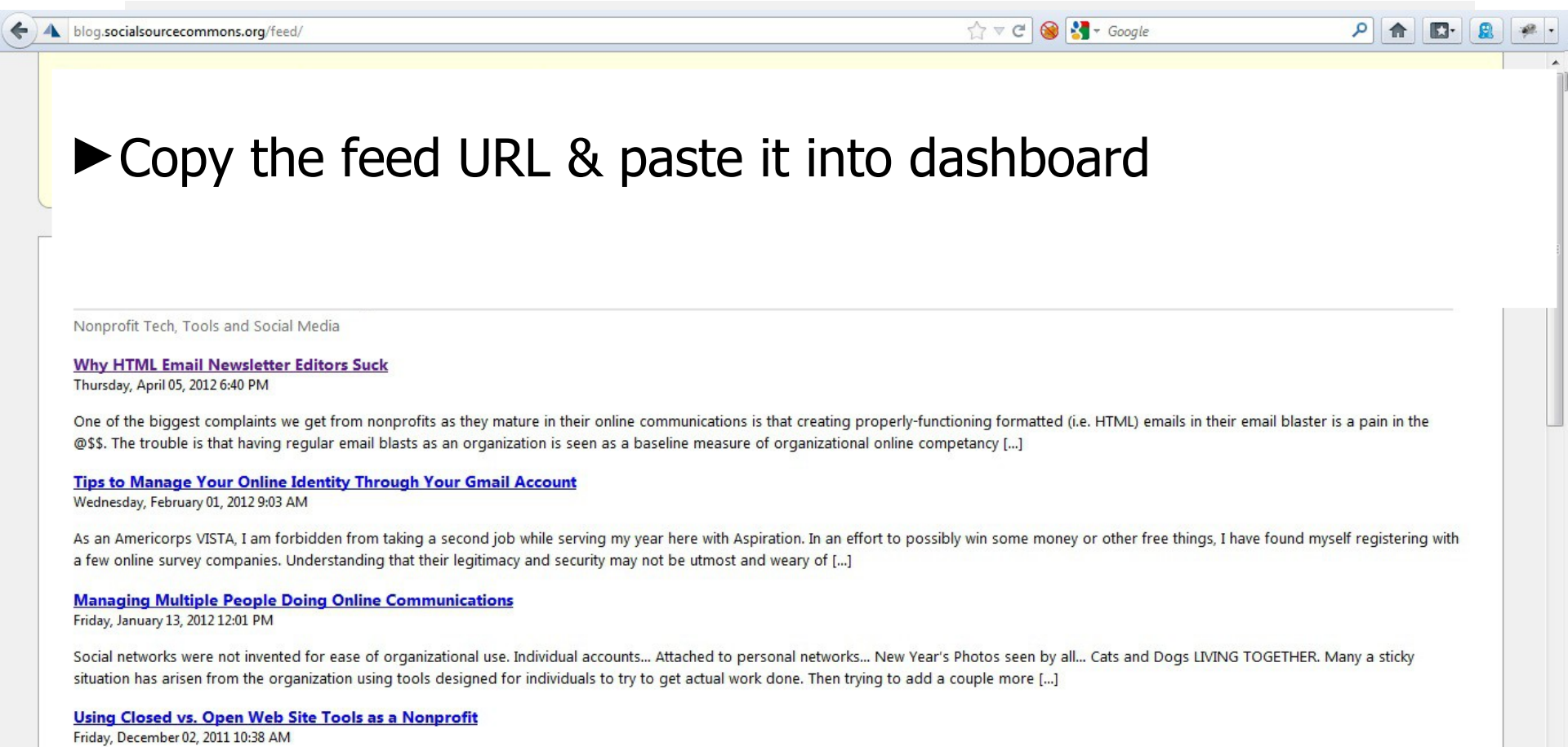
New Content Feeds

- to RSS Feed
  - ►Go to http://bing.com
  - ►Type your search terms
  - ►The search results page generates an RSS Feed
    - add "&format=rss" to the end of the URL



New Content Feeds

- Add RSS Feed to Dashboard



Other Social Media Searches

- Twitter and Facebook
  - Search is horrible
  - Kurrently, Social Mention, Topsy
- Message/Discussion Boards
  - BoardReader.com
- Digital Photos
  - Flickr
  - http://flickr.com/photos/tags/searchterm

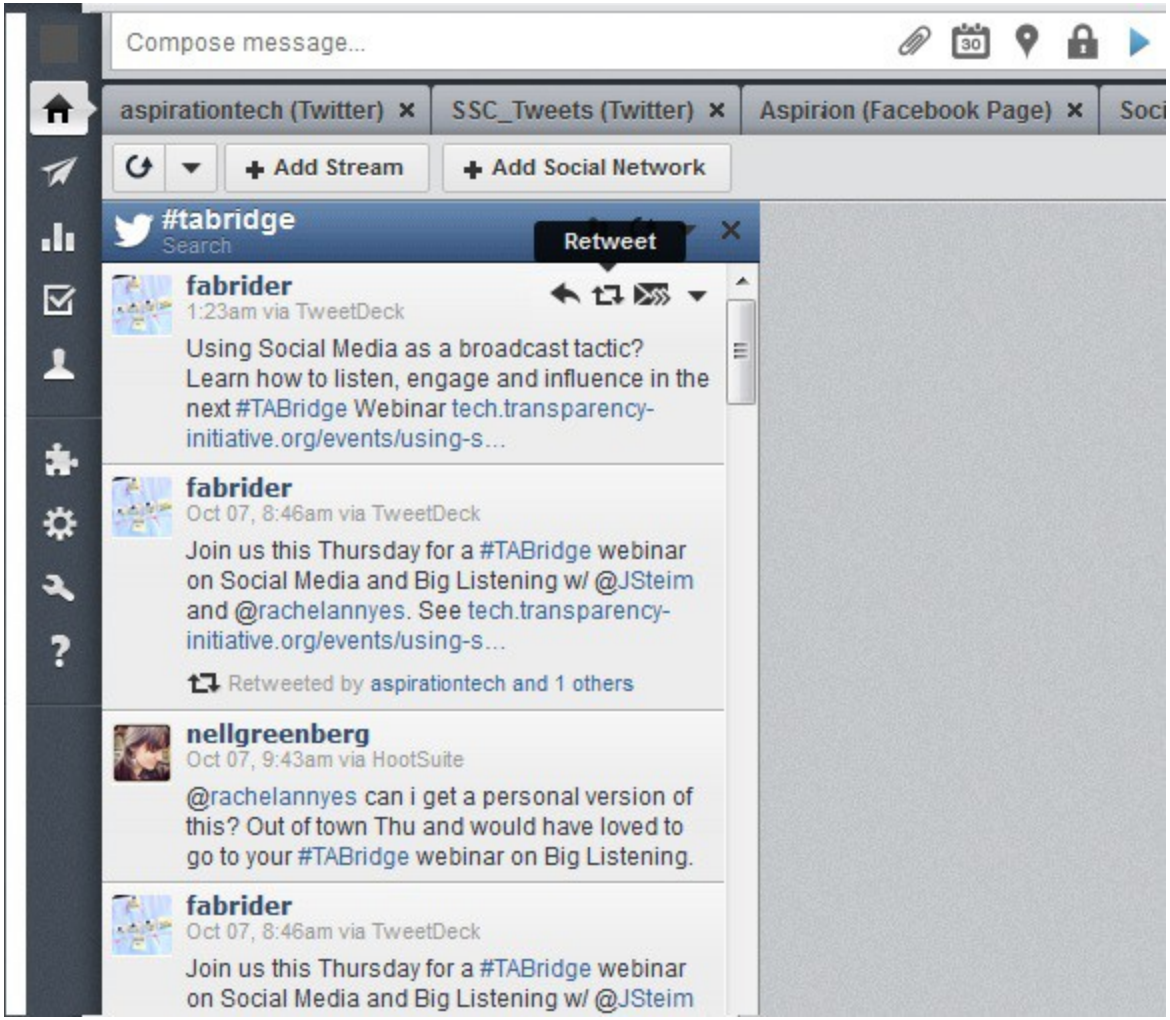
Twitter Listening

- Stand-alone tools that connect with your Twitter account
  - Hootsuite
  - Commun.it
  - Followerwonk
  - Tweetlevel

- *Special Thanks to Susan Tenby (@suzboop) & Upwell (@upwell) for sharing useful tools.*

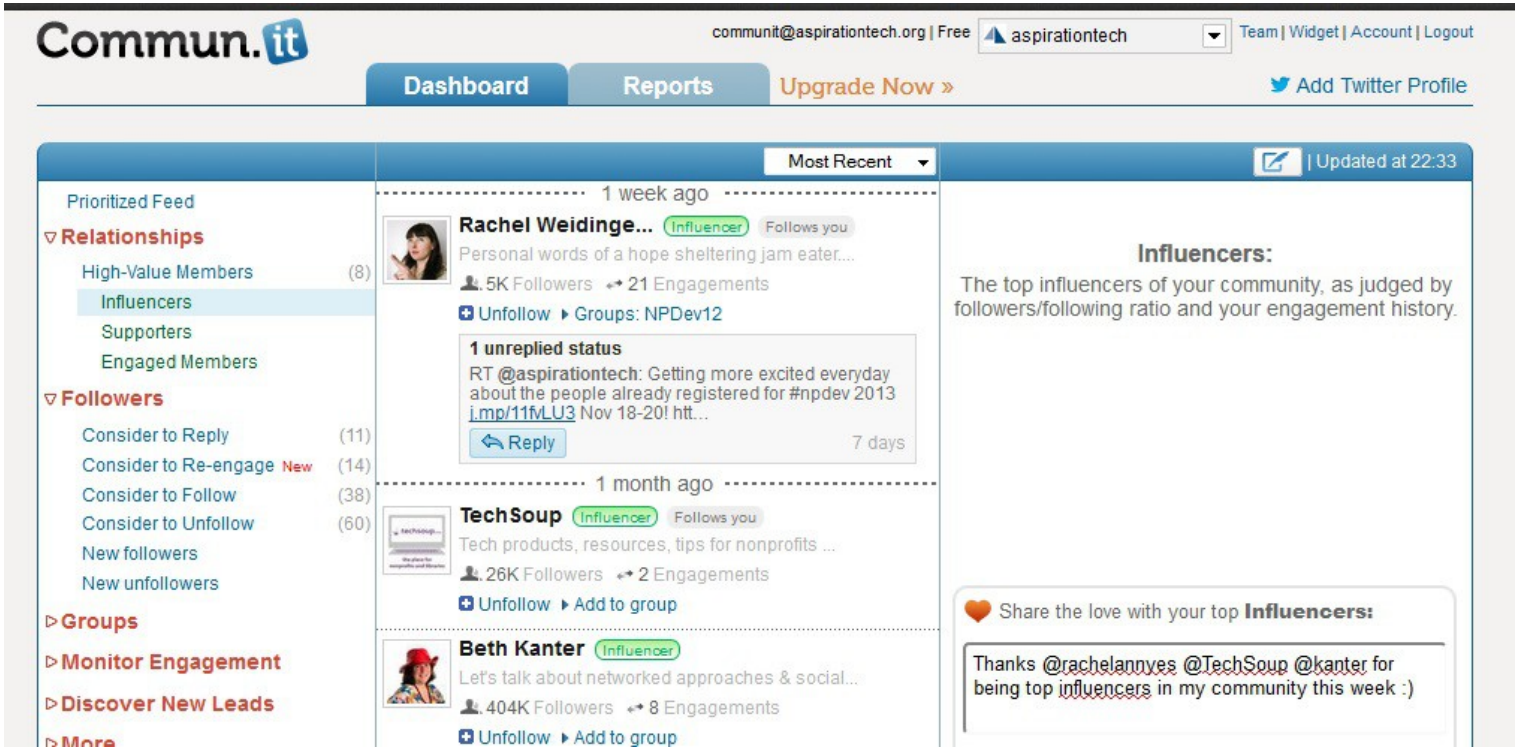
Twitter Listening

- www.hootsuite.com



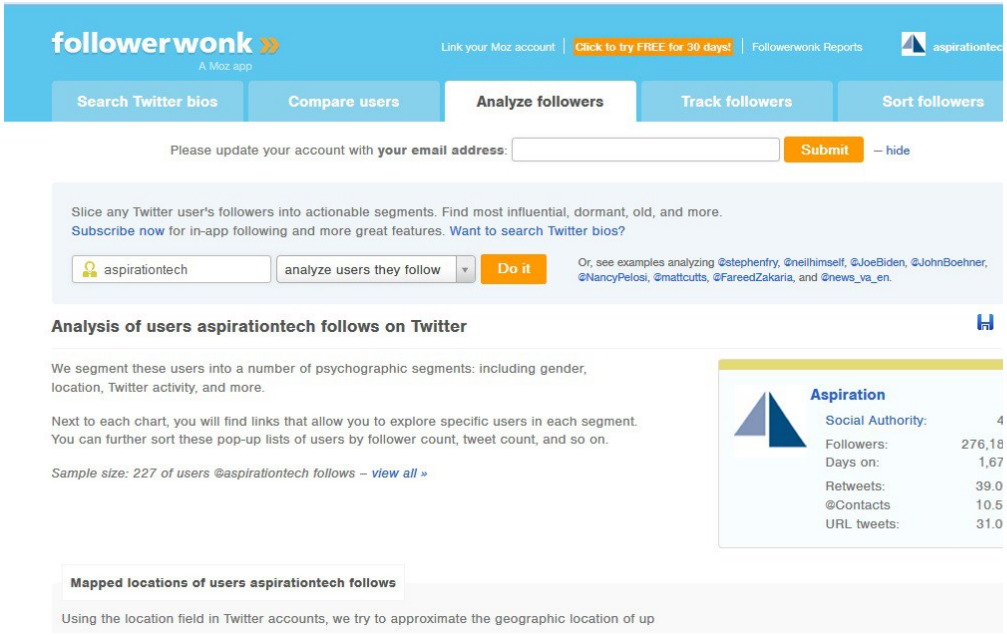
Twitter Listening

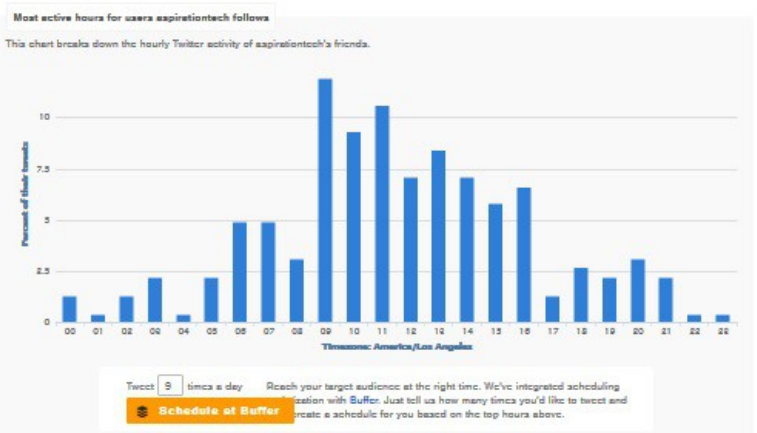
- www.commun.it



Twitter Listening

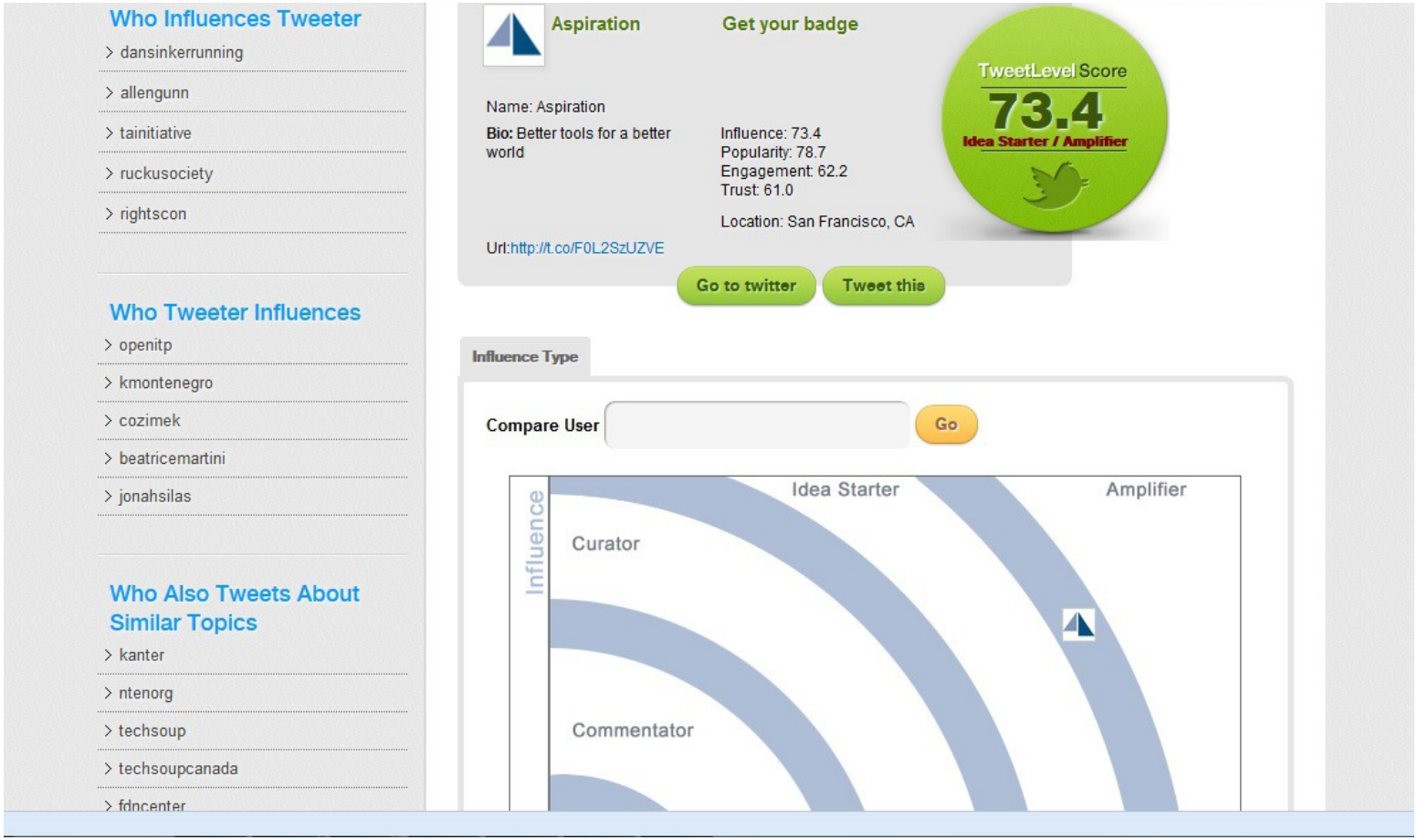
- www.followerwonk.com





Twitter Listening

- www.tweetlevel.com



Building Listening Into your Process

- 1. Listen Online
- 2. Identify Opportunities
  - *WHAT?*
    - What topics are people talking about along with your issue?
    - What are people saying about your organization? Your people? Your issue?
    - What vocabulary are people using? How does it differ?
  - *WHO?*
    - Who is talking about your issue?
    - Who is connecting with you?
- 3. Incorporate into your Messaging
- 4. Track the Impact
- 5. Practice & Improve

BIG THANK YOU to Upwell for sharing their Big Listening Campaign Lifecycle

End Of Section

- Questions?
- Comments?

Thank You!

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