

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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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

The image shows a screenshot of the iGoogle homepage in a Firefox browser window. The browser's address bar shows the URL `www.google.com/ig`. The page features the Google logo and navigation links for Search, Images, Maps, Play, YouTube, News, Gmail, Drive, and Calendar. A user profile for Jessica Steimer is visible. A prominent yellow banner across the middle of the page reads: "iGoogle will not be available after November 1, 2013. [Learn more.](#)" Below this banner, the "Date & Time" widget shows a weather forecast with temperatures ranging from 46° to 91°. The "Gmail (25533)" widget displays an inbox with 25533 messages and a featured email from Dealfind. The "CNN.com - Top Stories" widget shows a headline: "Use your money to buy happier time". A YouTube video player is partially visible on the right side of the page. The Windows taskbar at the bottom shows various application icons and the system clock indicating 8:51 AM on 5/20/2013.

Online Listening Dashboards

▶ www.netvibes.com

The screenshot displays the Netvibes online listening dashboard in a Firefox browser window. The browser's address bar shows the URL www.netvibes.com/privatepage/1#NPTech. The dashboard interface includes a top navigation bar with various tabs such as "Aspiration", "Social Source Commons", "SSC Blog", "Answer", "NPTech (1351)", "Tools", "Penguin Day", "OTT", "Dev Summit", "Strategic Tech Teach-In", "Central Valley", "Vista", "aspiration", "Wiki's", "ThinkUp Crawler", and "Allies".

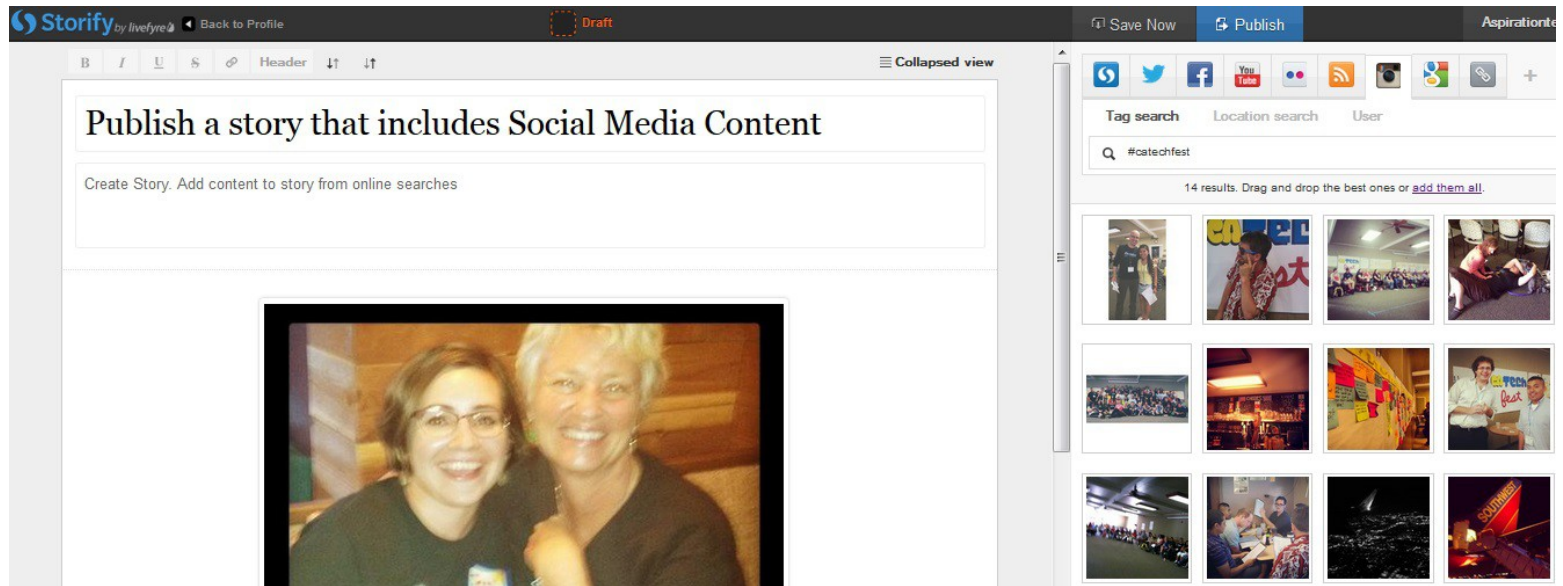
The main content area is organized into several widget panels:

- (10) Ash Shepherd Blog RSS Feed:** Lists recent posts including "Why The Crickets" (3 months ago), "Blogger's Choice Award" (3 months ago), "Renew Your Heart & Soul With A Chance To Win \$10,000" (3 months ago), "Webinar: Retool Your Social Media Efforts" (3 months ago), "Free Webinar: Social Media Metrics Alchemy" (10 months ago), "Moving On Up (Virtually), To the East Side" (11 months ago), and "The Social Media Road Map" (1 year ago).
- (98) Amy Sample Ward's Version of NPTech:** Lists recent posts including "New on SSR: Should Nonprofits Act Like Businesses or People?" (2 weeks ago), "3 Ways to Use Social Media in Your Next Fundraising Campaign (and free ebook!)" (2 months ago), "Slideshare and Pinterest for Nonprofits" (3 months ago), "Taking Social Media to Saudi" (3 months ago), "KAUST Winter Enrichment Program 2013: Beginner's Guide to Social Media" (3 months ago), "Last-Minute Gift Guide for Social Impact" (months ago), and "Book Review: Measuring the Networked Nonprofit" (3 months ago).
- (99) Beth's Blog: How Nonprofits Can Use Social Media:** Lists recent posts including "Get the Scoop at the National Conference on Volunteering and Service in Washington, DC in June #NVCVS" (1 week ago), "A Dog Named Red Helps Best Friends Animal Society Get Results on Facebook" (1 day ago), "#datanerd: Six Steps to Great Graphs and Charts" (1 week ago), "Transmedia — Making Change Across Mediums" (1 week ago), "The Networked NGO in Australia and New Zealand: Te Ao Maori" (1 week ago), "Some Thoughts About Remote Presentations: Mekong ICT Camp" (1 week ago), and "Arts Organizations Digital Strategies Master Class and Train the Trainers" (1 week ago).
- (99) Idealware blogs:** Lists recent posts including "Best of the Web: May 2013" (4 days ago), "Talking Tech Capacity" (3 days ago), "Which Types of Tools to Use for Managing Constituents" (1 week ago), "If You Endorse Me, I'll Endorse You" (1 week ago), "In Search of Better Data About Nonprofits' Programs" (2 weeks ago), "AskIdealware: What Is an Infographic?" (1 month ago), and "Maine 501Tech Club Reboot" (1 month ago).
- (1) Wild Apricot Blog:** Lists a recent post "Dear Board...Observations From a New Volunteer" (3 days ago).
- Nonprofit Geekery:** A panel indicating "There is no news in this feed".
- (15) John Kenyon, Nonprofit Technology Strategist:** A panel with no visible content.
- (12) delicio.us/tag/nptech:** Lists recent posts including "Prehistoric Plaque and the Genitification of Europe's Mouth — Phenomena: Not Exactly Rocket Science" (1 week ago), "osocio.org" (1 week ago), and "www.mten.org" (1 week ago).

The dashboard also features a search bar for widgets, an "Add a feed" section with a form to enter a feed address or website URL, and a sidebar with options like "Browse categories", "Essential widgets", "Add a feed", "Play video", and "Need help to choose the best content?". The bottom of the browser window shows the Windows taskbar with various application icons and the system clock displaying 8:49 AM on 5/20/2013.

Online Listening Dashboards

▶ www.storify.com



The screenshot displays the Storify website interface. At the top, the logo "Storify by livefyre" is visible, along with navigation links for "Back to Profile", "Draft", "Save Now", "Publish", and "Aspirations". The main content area features a text editor with the heading "Publish a story that includes Social Media Content" and a sub-heading "Create Story. Add content to story from online searches". Below the text editor is a large image of two women smiling. On the right side, there is a search bar with the tag "#catechfest" and a grid of 14 search results, each represented by a small thumbnail image.

What a Dashboard Looks Like

The dashboard features a top navigation bar with 'Add content', 'Dashboards', 'widgets', and 'reader' options. The main title is 'Aspiration's Social Media Dashboard'. Below the title is a row of tabs: 'Aspiration (44) Edit', 'Social Source Commons', 'SSC Blog', 'Answer (504)', 'Fundraising', 'NPTEch', 'Tools', 'OTT', 'Dev Summit', 'Central Valley', and 'New Tab'.

Twitter Search: 'aspirationtech'

- AnthonyDuque:** @aspirationtech TOMORROW SecurityClearanceEXPO #CLEARED #JOBFAIR 6/23 Tyson's Corner 100's of CLEARED OPPORTUNITIES <http://bit.ly/jWqwd> - 35 minutes ago
- rachelannyes:** @glorysgirl I love @aspirationtech's smart resources on Listening Dashboards. Excited to talk more! - about 4 hours ago
- mrbeatz1:** Check this out! <http://t.co/0TqeGGk> @AshokaTweets @aspirationtech @AudienceCreator @awbabbettej @BabiiDamm @BaByCaK3sZ08 @BALLERSEVENYC - yesterday
- aspirationtech:** RT @CANFIT: Fresh fruits/veggies have gotten more expensive over years while soda has become cheaper. Check out infograph.. <http://t.co/Coxj20G> - yesterday
- sf_twopcharts:** Today 2 years on Twitter: @aspirationtech, @irenelson and @mirileigh - yesterday

Recent Uploads tagged aspirationtech

Aspiration Tech and The Ruckus Society host the Activist Tech Teach-In on June 7, 2011 at the Center for Third World Organizing in Oakland, California.

Comment Search for "aspirationtech"

(12) aspirationtech.org - Twitter Search

- RT @aspirationtech: We're hiring Americorps VISTAs! <http://t.co/oV41SRx> Apply for our Community Tech Support Specialist position! #npstechjobs yesterday
- The #Nonprofit resource center in Sacramento has a social media training for non-profits on July 1. <http://bit.ly/kWMMYV> yesterday
- RT @goodlaura: @HopeProductions Nonprofit resource center has a social media training for non-profits on July 1. <http://bit.ly/moYEZE> yesterday
- Great! RT @goodlaura: @HopeProductions Nonprofit resource center has a social media training for non-profits on July 1. <http://bit.ly/moYEZE> yesterday
- @HopeProductions Did you see this? Non-profit resource center has a social media training for non-profits on July 1. <http://bit.ly/moYEZE> yesterday

Twitter Search: "allen gunn"

No results found for "allen gunn"

Twitter Search: 'npstech'

- NetSuiteorg:** Nice review of our solution in @Idealware's Low Cost Donor Management Systems Guide <http://t.co/RUclS2> #fundraising #nonprofit #npstech - 7 minutes ago
- christuttler:** @AddThis launches Address Bar sharing stats, such as Copy&Pastes links in Emails & Social Networks... <http://t.co/EhIPWzd> #npstech - 22 minutes ago
- ServeDotGov:** RT @kaboom: Yay! RT @americorpsalums: Big shoutout from @jeancase for @kaboom and @darellhammond on tech investment #npstech #MDS11 - 24 minutes ago
- CityYearChicago:** RT @kaboom: Yay! RT @americorpsalums: Big shoutout from @jeancase for @kaboom and @darellhammond on tech investment #npstech #MDS11 - 26 minutes ago
- kaboom:** Yay! RT @americorpsalums: Big shoutout from @jeancase for @kaboom and @darellhammond on tech investment #npstech #MDS11 - 27 minutes ago

Google Alerts - "Allen Gunn" Aspiration

Google Alerts - link:aspirationtech.org

- Attend Penguin Day DC for Open Source Learning on March 20 - 3 months

Netvibes.com/aspirationtech

The screenshot shows a web browser window displaying the Netvibes social media dashboard for 'Aspiration'. The browser's address bar shows 'www.netvibes.com/aspirationtech#Aspiration'. The dashboard has a teal header with the title 'Aspiration's Social Media Dashboard' and a navigation menu with tabs for 'Aspiration', 'Social Source Commons', 'SSC Blog', 'Answr', 'Fundraising', 'NP Tech Blogs', 'Nonprofit Software Dev. Summit', 'OTT', and 'Central Valley'. The main content area is divided into several widgets:

- Twitter Search: 'aspirationtech'**: Shows two tweets. The first is from 'childunited' about a World Changer Daily event. The second is from 'awesomizer' about Penguin Day.
- Recent Uploads tagged aspirationtech**: Features a central image of four women in a meeting, with 'prev' and 'next' navigation arrows.
- Twitter Search: "allen gunn"**: Shows two tweets from 'argantonio1' and 'algonhermen' discussing educational monopolies.
- (102) linkaspirationtech.org - Google Blog Search**: Lists several blog posts, including 'Tips to Manage Your Online Identity Through Your Gmail Account' and 'Help us Work for Better Nonprofit Software Tools'.
- (3) Comment Search for "aspirationtech"**: Shows three comments, including one about a Google Analytics workshop and another about nonprofit technology in Africa.
- (21) aspirationtech - Social Mention**: Lists social media mentions, such as 'Free workshop from Aspiration Tech next week on Google Analytics' and 'Who is the maven of nonprofit, nonprofit technology'.
- Facebook Wall de Aspiration (94)**: Shows several posts, including one about a frustrating HTML email newsletter editor and another about Penguin Day SF.
- Twitter Search: 'nptech'**: Shows two tweets from 'cStreet_ca' about 'slacktivism'.

The bottom of the image shows a Windows taskbar with various application icons and a system tray displaying the time as 4:54 PM on 4/9/2012.

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

The screenshot shows a web browser window displaying the website for the Community Water Center. The browser's address bar shows "communitywatercenter.org/#". The website header features the organization's logo, which includes a stylized water drop with a globe inside, and the text "COMMUNITY WATER CENTER" and "EL CENTRO COMUNITARIO POR EL AGUA". Below the logo is the tagline "Because Clean Water is a Human Right, Not a Privilege." and a "Donate Now" button. A navigation menu includes links for "ABOUT CWC", "WATER IN THE VALLEY", "DOWNLOADS", "MEDIA", and "US".

A yellow pop-up form titled "Join our Mailing List!" is overlaid on the page. The form contains the following fields and text:

- "* required"
- "Email Address: *"
- Input field for email address
- "First Name: *"
- Input field for first name
- "Last Name: *"
- Input field for last name
- "Join Now!" button
- "close" link

Below the navigation menu, there is a "New Book Launch!" section featuring the book "hearts on fire" by Jill Iscol. The text reads: "We are thrilled to announce the launch of Jill Iscol's debut book, **Hearts on Fire**, which features a chapter on our very own Co-Executive Director, Susana De Anda, and our work at the CWC. Proceeds from the book will help support CWC and the other amazing organizations led by the inspiring young leaders highlighted in this book."

At the bottom of the page, there is a footer with contact information: "CWC 311 W. Murray Ave. Visalia, CA 93291 | info@communitywatercenter.org | Tel: 559-733-0219 | Fax: 559-733-8219 | Site Map". The Windows taskbar at the bottom shows the system clock as 4:41 PM on 4/9/2012.

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



blog.socialsourcecommons.org

Google

Social Source Commons Blog

Nonprofit Tech, Tools and Social Media

A program of Aspiration

Home About Best Practices Social Media Social Source Commons Toolboxes

Why HTML Email Newsletter Editors Suck

By [Matt](#) on [April 5, 2012](#)

One of the biggest complaints we get from nonprofits as they mature in their online communications is that creating properly-formatted (i.e. HTML) emails in their email blaster is a pain in the @\$\$. The trouble is that having regular email blasts as an organization is seen as a baseline measure of organizational online competency after having a web site. So it's important to at least know what's going on and what's going *wrong* when you're sending out your email blasts.

WYSIWYGs Suck

When you're putting together an email in your email blaster with images, links and formatting, you're really writing a piece of HTML code (*gasps*).

Editors in blasters like [VerticalResponse](#) or [MailChimp](#) use what are known as "WYSIWYG" (What You See Is What You Get) editors so that instead of having to know how to code something to, say, look bold in HTML, they can just highlight some text and click a bold button. Anytime you see buttons like "bold" "italic" "left align" font size, etc. like you would in Microsoft Word or Open Office, you're most likely using a WYSIWYG editor. So why is this even an issue to bring up?

Connect with SSC

Search...

Featured SSC Blog Posts

- [Facebook vs. Twitter](#)
- [Cross Posting on Facebook Org Pages](#)
- [Keeping Your Privacy Online](#)
- [Nonprofit Audiences](#)

8:28 AM
4/11/2012

RSS Subscribe Page

The screenshot shows a web browser window with the address bar displaying `blog.socialsourcecommons.org/feed/`. The browser's toolbar includes a back button, a star icon, a refresh icon, and a Google search engine. Below the address bar is a yellow subscription box with an RSS icon, the text "Subscribe to this feed using", a dropdown menu set to "Live Bookmarks", a checkbox for "Always use Live Bookmarks to subscribe to feeds.", and a "Subscribe Now" button.

Social Source Commons Blog
Nonprofit Tech, Tools and Social Media

[Why HTML Email Newsletter Editors Suck](#)
Thursday, April 05, 2012 6:40 PM

One of the biggest complaints we get from nonprofits as they mature in their online communications is that creating properly-functioning formatted (i.e. HTML) emails in their email blaster is a pain in the @\$\$.

[Tips to Manage Your Online Identity Through Your Gmail Account](#)
Wednesday, February 01, 2012 9:03 AM

As an Americorps VISTA, I am forbidden from taking a second job while serving my year here with Aspiration. In an effort to possibly win some money or other free things, I have found myself registering with a few online survey companies.

[Managing Multiple People Doing Online Communications](#)
Friday, January 13, 2012 12:01 PM

Social networks were not invented for ease of organizational use. Individual accounts... Attached to personal networks... New Year's Photos seen by all... Cats and Dogs LIVING TOGETHER. Many a sticky situation has arisen from the organization using tools designed for individuals to try to get actual work done.

[Using Closed vs. Open Web Site Tools as a Nonprofit](#)
Friday, December 02, 2011 10:38 AM

Recently, we had a conversation with an organization who was getting pressure to use a closed tool called Jimdo rather than the open-source tool, WordPress for their web site. Jimdo seemed easier and quicker and they wanted to know what we thought about it. Here's a couple points that we brought up with them: Using [...]

The Windows taskbar at the bottom shows several application icons and the system tray on the right displays the time as 8:28 AM on 4/11/2012.

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

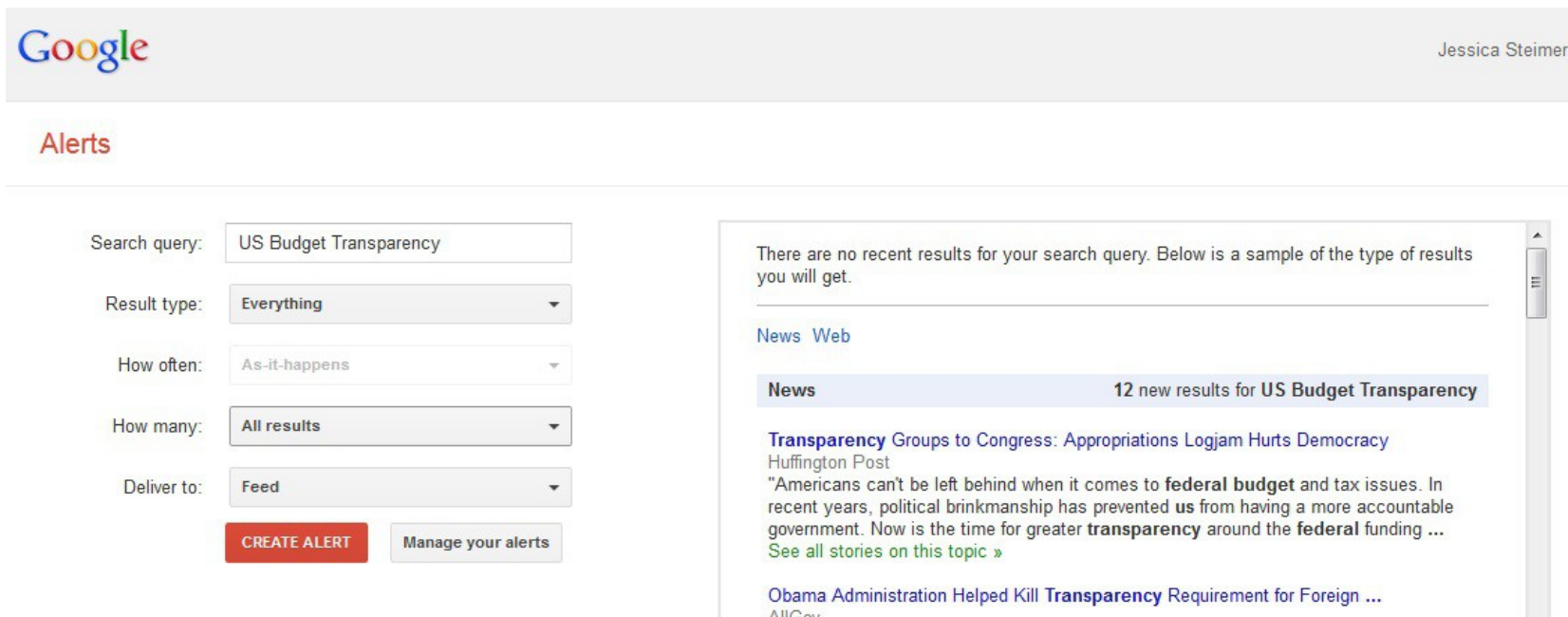
▶ Search for a person or keyword,
then subscribe to the feed of the search results page

- Google Alerts
- Google Blog Search
- Bing Search



New Content Feeds

▶ Google Alerts to RSS Feed



The screenshot displays the Google Alerts interface. At the top left is the Google logo, and at the top right is the name 'Jessica Steimer'. Below the logo is the word 'Alerts' in red. The main area is divided into two columns. The left column contains search settings: 'Search query' is 'US Budget Transparency', 'Result type' is 'Everything', 'How often' is 'As-it-happens', 'How many' is 'All results', and 'Deliver to' is 'Feed'. Below these settings are two buttons: 'CREATE ALERT' (red) and 'Manage your alerts' (grey). The right column shows a message: 'There are no recent results for your search query. Below is a sample of the type of results you will get.' Below this message are two tabs: 'News' (selected) and 'Web'. Under the 'News' tab, there is a header '12 new results for US Budget Transparency' and a list of results. The first result is from Huffington Post, titled 'Transparency Groups to Congress: Appropriations Logjam Hurts Democracy', with a snippet: 'Americans can't be left behind when it comes to federal budget and tax issues. In recent years, political brinkmanship has prevented us from having a more accountable government. Now is the time for greater transparency around the federal funding ...'. A link 'See all stories on this topic »' is provided. The second result is from AllGov, titled 'Obama Administration Helped Kill Transparency Requirement for Foreign ...'.

Google

Jessica Steimer

Alerts

Search query: US Budget Transparency

Result type: Everything

How often: As-it-happens

How many: All results

Deliver to: Feed

CREATE ALERT Manage your alerts

There are no recent results for your search query. Below is a sample of the type of results you will get.

News Web

News 12 new results for US Budget Transparency

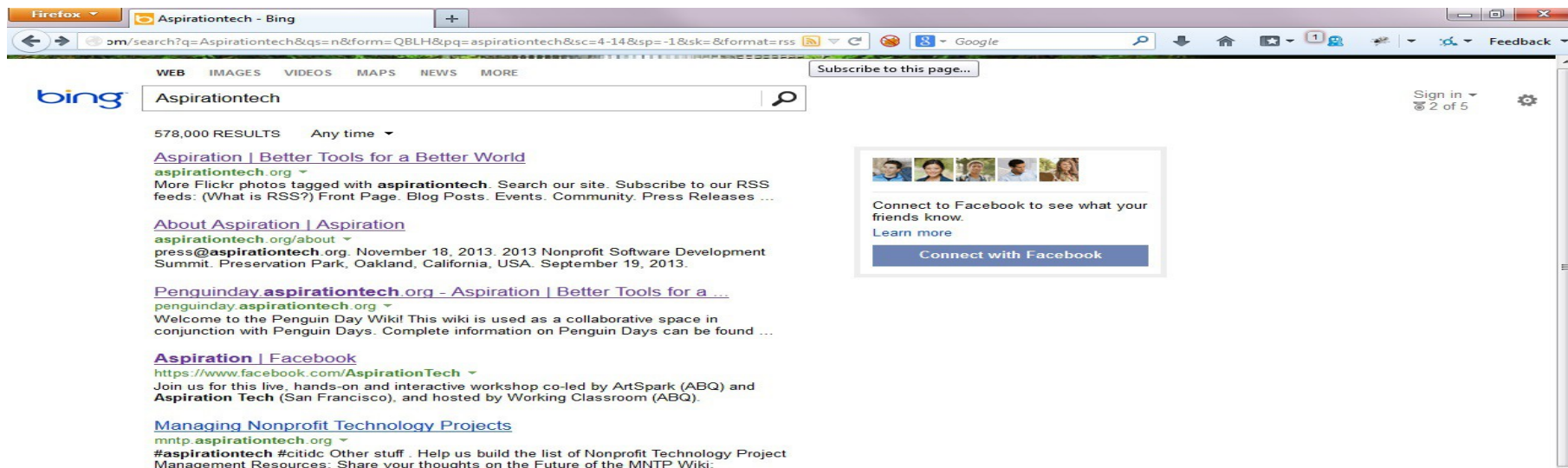
Transparency Groups to Congress: Appropriations Logjam Hurts Democracy
Huffington Post
"Americans can't be left behind when it comes to **federal budget** and tax issues. In recent years, political brinkmanship has prevented **us** from having a more accountable government. Now is the time for greater **transparency** around the **federal** funding ...
[See all stories on this topic »](#)

Obama Administration Helped Kill **Transparency** Requirement for Foreign ...
AllGov

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

A screenshot of a web browser window showing a Bing search results page for the query "Aspirationtech". The browser's address bar shows the URL "om/search?q=Aspirationtech&q= n&form=QBLH&pq=aspirationtech&sc=4-14&sp=-1&sk=&format=rss". The search results show 578,000 results. The top result is "Aspiration | Better Tools for a Better World" from aspirationtech.org, with a link to "Subscribe to our RSS feeds: (What is RSS?) Front Page. Blog Posts. Events. Community. Press Releases ...". Other results include "About Aspiration | Aspiration", "Penguinday aspirationtech.org - Aspiration | Better Tools for a ...", "Aspiration | Facebook", and "Managing Nonprofit Technology Projects". A "Connect with Facebook" sidebar is visible on the right.

New Content Feeds

▶ Add RSS Feed to Dashboard



▶ Copy the feed URL & paste it into dashboard

Nonprofit Tech, Tools and Social Media

[Why HTML Email Newsletter Editors Suck](#)

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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

The screenshot displays the Hootsuite interface for monitoring the #tabridge hashtag. At the top, there is a search bar with the text "#tabridge" and a "Search" button. Below the search bar, there are several tweets from the user "fabrider". The first tweet, posted at 1:23am via TweetDeck, asks "Using Social Media as a broadcast tactic? Learn how to listen, engage and influence in the next #TABridge Webinar tech.transparency-initiative.org/events/using-s...". The second tweet, posted on Oct 07 at 8:46am via TweetDeck, says "Join us this Thursday for a #TABridge webinar on Social Media and Big Listening w/ @JSteim and @rachelannyes. See tech.transparency-initiative.org/events/using-s...". The third tweet, posted on Oct 07 at 9:43am via HootSuite, asks "@rachelannyes can i get a personal version of this? Out of town Thu and would have loved to go to your #TABridge webinar on Big Listening." The fourth tweet, posted on Oct 07 at 8:46am via TweetDeck, repeats the invitation for the webinar. The interface also shows a "Retweet" button for the first tweet and a notification that it was retweeted by "aspirationtech and 1 others". The top of the interface includes a "Compose message..." field and several browser tabs: "aspirationtech (Twitter)", "SSC_Tweets (Twitter)", "Aspiration (Facebook Page)", and "Soci...".

Twitter Listening

▶ www.commun.it

The screenshot displays the Commun.it dashboard for Twitter listening. The interface includes a top navigation bar with the Commun.it logo, user information (communit@aspirationtech.org), and account settings. Below this is a secondary navigation bar with 'Dashboard', 'Reports', and 'Upgrade Now' buttons. The main content area is divided into a left sidebar, a central feed, and a right sidebar.

Left Sidebar (Navigation):

- Prioritized Feed
- Relationships
 - High-Value Members (8)
 - Influencers**
 - Supporters
 - Engaged Members
- Followers
 - Consider to Reply (11)
 - Consider to Re-engage **New** (14)
 - Consider to Follow (38)
 - Consider to Unfollow (60)
 - New followers
 - New unfollowers
- Groups
- Monitor Engagement
- Discover New Leads
- More

Central Feed (Most Recent):

- 1 week ago**
- Rachel Weidinge...** (Influencer) Follows you
 - Personal words of a hope sheltering jam eater...
 - 5K Followers ↔ 21 Engagements
 - Unfollow Groups: NPDev12
 - 1 unreplied status**
 - RT @aspirationtech: Getting more excited everyday about the people already registered for #npdev 2013 [i.mp/11fLU3](#) Nov 18-20! htt...
 - Reply 7 days
- 1 month ago**
- TechSoup** (Influencer) Follows you
 - Tech products, resources, tips for nonprofits ...
 - 26K Followers ↔ 2 Engagements
 - Unfollow Add to group
- Beth Kanter** (Influencer)
 - Let's talk about networked approaches & social...
 - 404K Followers ↔ 8 Engagements
 - Unfollow Add to group

Right Sidebar:

- Influencers:**
The top influencers of your community, as judged by followers/following ratio and your engagement history.
- Share the love with your top **Influencers:**
Thanks @rachelannves @TechSoup @kanter for being top influencers in my community this week :)

Twitter Listening

▶ www.followerwonk.com

followerwonk A Moz app Link your Moz account | [Click to try FREE for 30 days!](#) | [Followerwonk Reports](#) | [aspirationtech](#)

[Search Twitter bios](#)
[Compare users](#)
[Analyze followers](#)
[Track followers](#)
[Sort followers](#)

Please update your account with your email address: [Submit](#) — hide

Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more. [Subscribe now](#) for in-app following and more great features. [Want to search Twitter bios?](#)

Or, see examples analyzing [@stephenry](#), [@neilhimself](#), [@JoeBiden](#), [@JohnBoehner](#), [@NancyPelosi](#), [@mattcutts](#), [@FareedZakaria](#), and [@news_ya_en](#).

Analysis of users aspirationtech follows on Twitter

We segment these users into a number of psychographic segments: including gender, location, Twitter activity, and more.

Next to each chart, you will find links that allow you to explore specific users in each segment. You can further sort these pop-up lists of users by follower count, tweet count, and so on.

Sample size: 227 of users @aspirationtech follows — [view all »](#)

Aspiration	
Social Authority:	4
Followers:	276,18
Days on:	1,67
Retweets:	39.0
@Contacts:	10.5
URL tweets:	31.0

Mapped locations of users aspirationtech follows

Using the location field in Twitter accounts, we try to approximate the geographic location of up

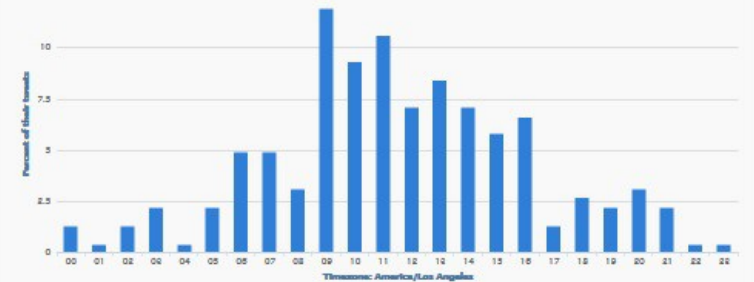
Mapped locations of users aspirationtech follows

Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and at some points may be mapped incorrectly.



Most active hours for users aspirationtech follows

This chart breaks down the hourly Twitter activity of aspirationtech's friends.



Tweet times a day Reach your target audience at the right time. We've integrated scheduling with Buffer. Just tell us how many times you'd like to tweet and [Schedule of Buffer](#) creates a schedule for you based on the top hours above.

Twitter Listening

▶ www.tweetlevel.com

The screenshot displays the TweetLevel interface for a user named 'Aspiration'. On the left, there are three navigation sections: 'Who Influences Tweeter' with links to dansinkerrunning, allengunn, tainitiative, ruckusociety, and rightscon; 'Who Tweeter Influences' with links to openitp, kmontenegro, cozimek, beatricemartini, and jonahsilas; and 'Who Also Tweets About Similar Topics' with links to kanter, ntenorg, techsoup, techsoupcanada, and fdncenter. The main profile area shows the user's name, bio ('Better tools for a better world'), and a 'TweetLevel Score' of 73.4, categorized as an 'Idea Starter / Amplifier'. Metrics include Influence (73.4), Popularity (78.7), Engagement (62.2), and Trust (61.0). The location is San Francisco, CA. A 'Get your badge' link is present. Below the profile is a 'Compare User' search bar with a 'Go' button. At the bottom, a diagram titled 'Influence Type' shows concentric arcs representing different roles: Curator, Commentator, Idea Starter, and Amplifier. The user's profile icon is positioned within the 'Idea Starter' arc.

Who Influences Tweeter

- > dansinkerrunning
- > allengunn
- > tainitiative
- > ruckusociety
- > rightscon

Who Tweeter Influences

- > openitp
- > kmontenegro
- > cozimek
- > beatricemartini
- > jonahsilas

Who Also Tweets About Similar Topics

- > kanter
- > ntenorg
- > techsoup
- > techsoupcanada
- > fdncenter

Aspiration Get your badge

Name: Aspiration
Bio: Better tools for a better world
Uri: <http://t.co/F0L2SzUZVE>

Influence: 73.4
Popularity: 78.7
Engagement: 62.2
Trust: 61.0
Location: San Francisco, CA

TweetLevel Score
73.4
Idea Starter / Amplifier

Go to twitter Tweet this

Influence Type

Compare User Go

Influence

Curator

Commentator

Idea Starter

Amplifier

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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