

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

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 navigation bar includes links for Search, Images, Maps, Play, YouTube, News, Gmail, Drive, Calendar, and More. The user's name, Jessica Steimer, is displayed next to a search bar. A large yellow banner with a close button (X) is prominently displayed across the middle of the page, containing the text: "iGoogle will not be available after November 1, 2013. [Learn more.](#)". Below the banner, the page layout includes a "Date & Time" widget, a "Gmail (25533)" widget with an "Inbox (25533) - Compose Mail" link, and a "CNN.com - Top Stories" widget. A video player is 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.

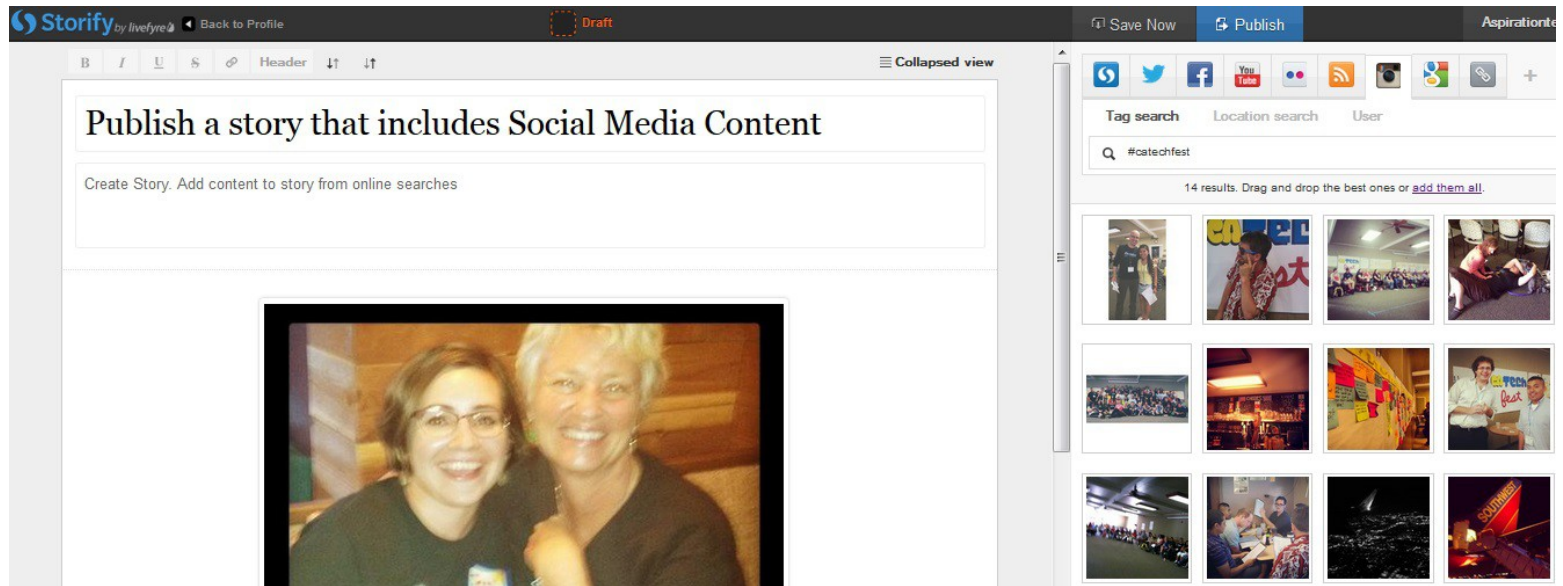
Online Listening Dashboards

▶ 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 categories like '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'. Below this, there are several widget panels, each displaying a list of RSS feeds with titles and timestamps. For example, the 'Ash Shepherd Blog RSS Feed' widget shows items like 'Why The Crickets' and 'Blogger's Choice Award'. The 'Idealware blogs' widget lists 'Best of the Web: May 2013' and 'Talking Tech Capacity'. The 'Wild Apricot Blog' widget shows 'Dear Board...Observations From a New Volunteer'. The 'Beth's Blog: How Nonprofits Can Use Social Media' widget lists 'Get the Scoop at the National Conference on Volunteering and Service in Washington, DC in June #NVCVS' and 'A Dog Named Red Helps Best Friends Animal Society Get Results on Facebook'. The 'John Kenyon, Nonprofit Technology Strategist' widget shows 'Prehistoric Plaque and the Genitification of Europe's Mouth - Phenomena: Not Exactly Rocket Science'. The 'delicio.us/tag/nptech' widget shows 'osocio.org' and 'www.mten.org'. The dashboard also features a search bar for widgets, an 'Add a feed' section, and a 'Play video' button. The bottom of the browser window shows the Windows taskbar with the system clock indicating 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 "Aspiration". 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.
- (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 the URL `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 a navigation menu with items: "ABOUT CWC", "WATER IN THE VALLEY", "DOWNLOADS", "MEDIA", and "US". A large banner image shows a man holding a glass of water, with the text "Because Clean Water is a Human Right, Not a Privilege." and a yellow "Donate Now" button. A yellow pop-up form titled "Join our Mailing List!" is overlaid on the page. The form contains the following fields and text: "Join our Mailing List!", "* required", "Email Address: *", a text input field, "First Name: *", a text input field, "Last Name: *", a text input field, and a "Join Now!" button. A "close" link is visible at the bottom of the form. Below the form, there is a section titled "New Book Launch!" featuring a book cover for "hearts on fire" and the text: "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 various application icons and the system clock indicating 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

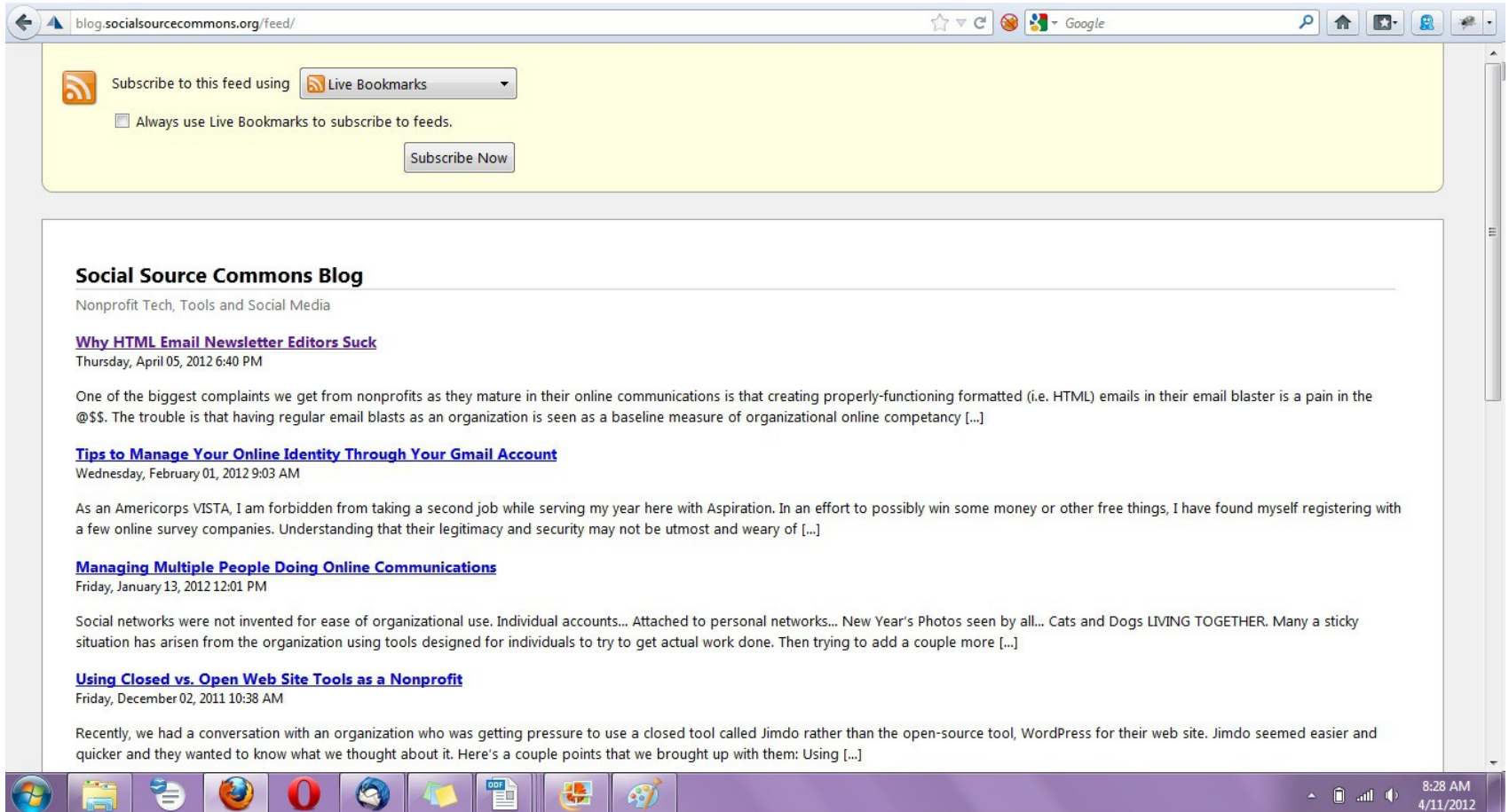
Search...

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 for bookmarks, a refresh icon, and a search icon. The page content is displayed on a light yellow background. At the top, there is a subscription section 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. Below this, the main content area features the title "Social Source Commons Blog" and the subtitle "Nonprofit Tech, Tools and Social Media". The feed contains several entries, each with a blue link title and a timestamp:

- [Why HTML Email Newsletter Editors Suck](#)**
Thursday, April 05, 2012 6:40 PM
- [Tips to Manage Your Online Identity Through Your Gmail Account](#)**
Wednesday, February 01, 2012 9:03 AM
- [Managing Multiple People Doing Online Communications](#)**
Friday, January 13, 2012 12:01 PM
- [Using Closed vs. Open Web Site Tools as a Nonprofit](#)**
Friday, December 02, 2011 10:38 AM

The bottom of the browser window shows the Windows taskbar with various application icons and a system tray on the right displaying 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, the word 'Alerts' is written 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'. At the bottom of this column 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 'News 12 new results for US Budget Transparency'. The first result is from Huffington Post, titled 'Transparency Groups to Congress: Appropriations Logjam Hurts Democracy'. The snippet reads: '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 >'. A second result is partially visible below, 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

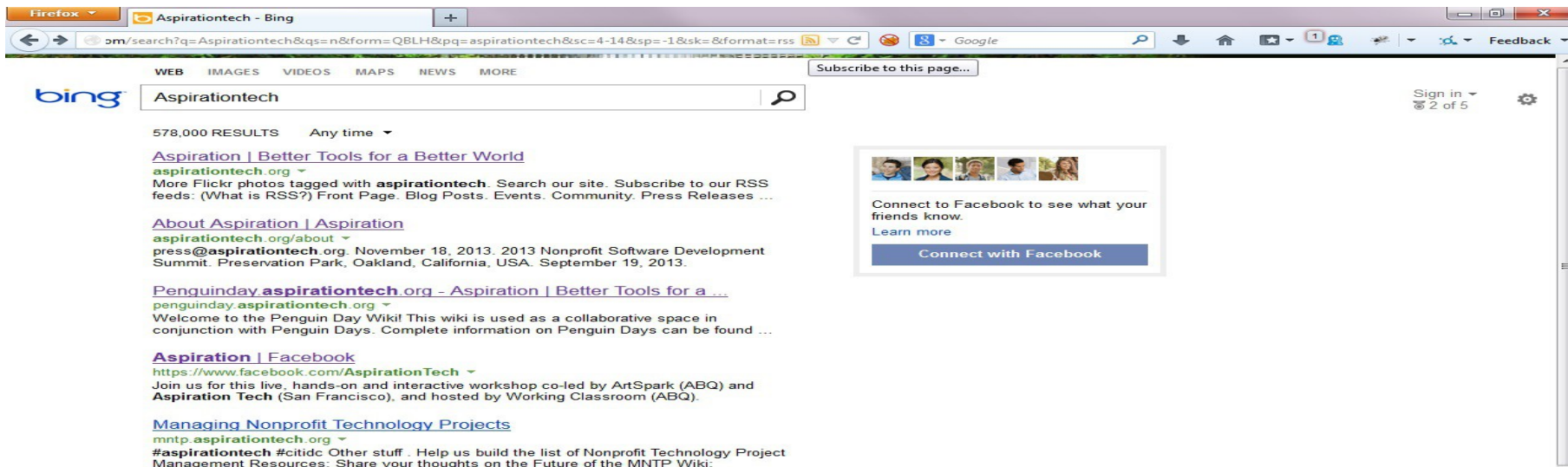
Transparency Groups to Congress: Appropriations Logjam Hurts Democracy
Huffington Post
"Americans can't be left behind when it comes to **federal budget** and tax issues. In recent years, political brinkmanship has prevented **us** from having a more accountable government. Now is the time for greater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

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

New Content Feeds

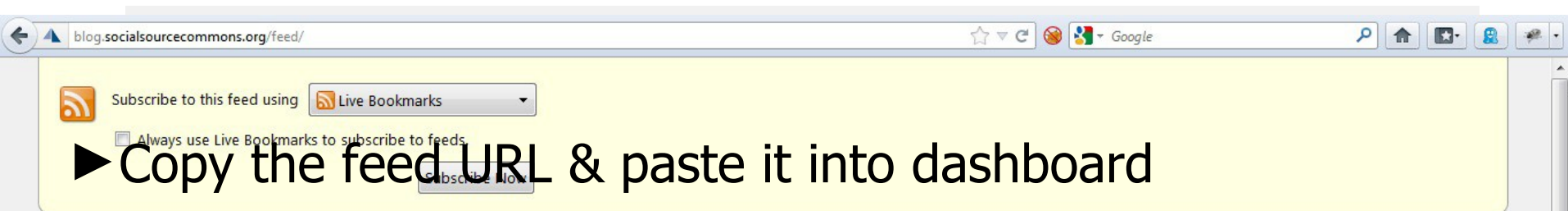


- ▶ to RSS Feed
 - ▶ Go to <http://bing.com>
 - ▶ Type your search terms
 - ▶ The search results page generates an RSS Feed
 - add “&format=rss” to the end of the URL

A screenshot of a Firefox browser window showing a Bing search results page for the query 'Aspirationtech'. The browser's address bar contains 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 snippet mentioning Flickr photos and an RSS feed link. Other results include 'About Aspiration | Aspiration', 'Penguinday aspirationtech.org - Aspiration | Better Tools for a ...', 'Aspiration | Facebook', and 'Managing Nonprofit Technology Projects'. A 'Subscribe to this page...' button is visible above the search results. On the right side of the page, there is a Facebook social widget with a 'Connect with Facebook' button. The browser's status bar at the bottom shows '2 of 5'.

New Content Feeds

▶ Add RSS Feed to Dashboard



Subscribe to this feed using Live Bookmarks

Always use Live Bookmarks to subscribe to feeds

▶ Copy the feed URL & paste it into dashboard

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 @\$\$\$. The trouble is that having regular email blasts as an organization is seen as a baseline measure of organizational online competency [...]

[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. Understanding that their legitimacy and security may not be utmost and weary of [...]

[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. Then trying to add a couple more [...]

[Using Closed vs. Open Web Site Tools as a Nonprofit](#)

Friday, December 02, 2011 10:38 AM

Twitter Listening

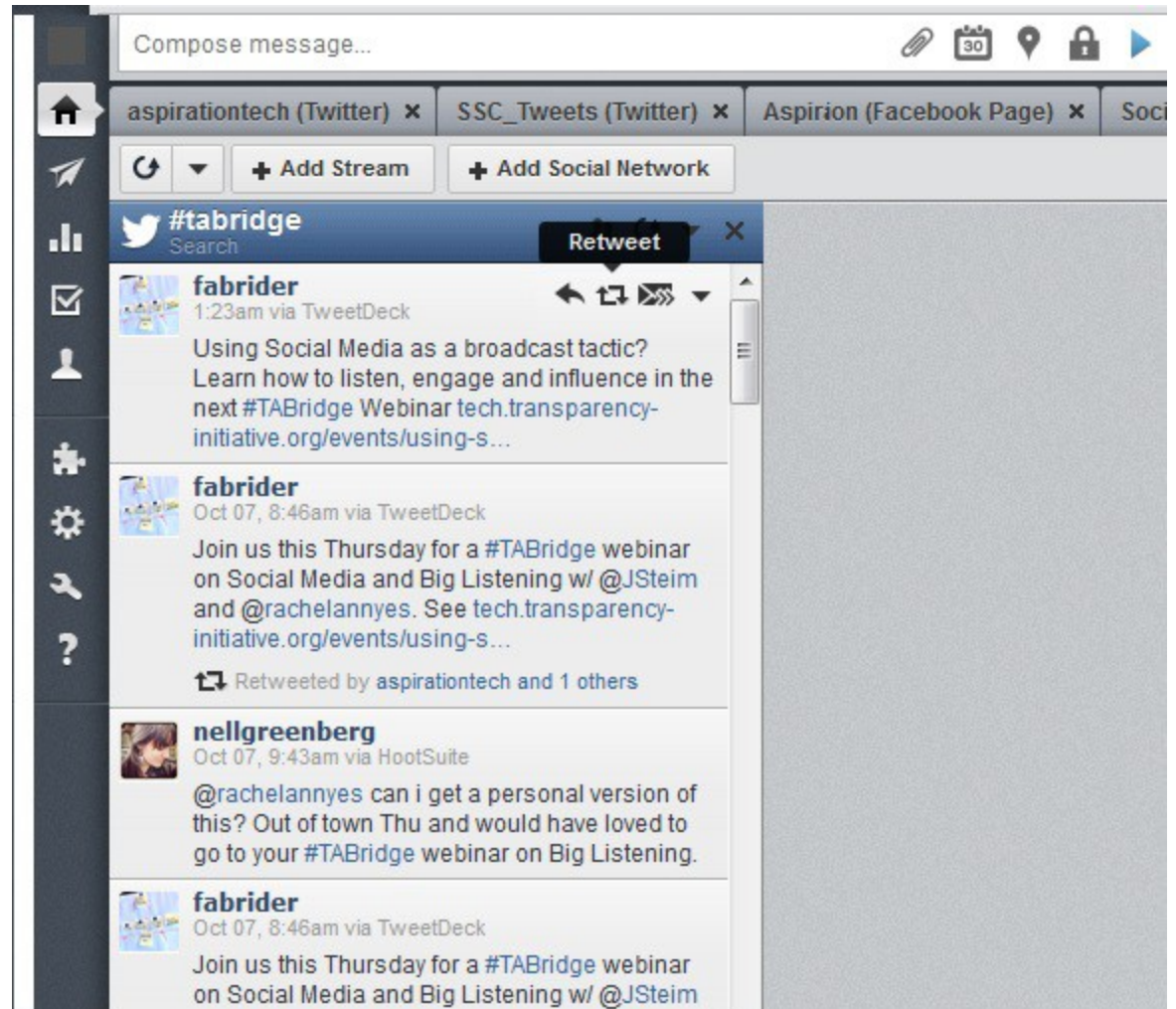
▶ Stand-alone tools that connect with your Twitter account

- Hootsuite
- Commun.it

• *Special Thanks to Susan Tenby (@suzboop) for sharing her 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 hashtag #tabridge and a 'Retweet' button. Below this, a list of tweets is shown:

- fabrider** (1:23am via TweetDeck): "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..."
- fabrider** (Oct 07, 8:46am via TweetDeck): "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..."
- nellgreenberg** (Oct 07, 9:43am via HootSuite): "@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."
- fabrider** (Oct 07, 8:46am via TweetDeck): "Join us this Thursday for a #TABridge webinar on Social Media and Big Listening w/ @JSteim"

The interface includes a left sidebar with navigation icons (home, compose, analytics, messages, profile, settings, help) and a top navigation bar with browser tabs for 'aspirationtech (Twitter)', 'SSC_Tweets (Twitter)', and 'Aspiration (Facebook Page)'. A 'Compose message...' field is visible at the top left of the main content area.

Twitter Listening

► www.commun.it

The screenshot displays the Commun.it dashboard for the Twitter account 'aspirationtech'. The interface includes a top navigation bar with 'Dashboard', 'Reports', and 'Upgrade Now' buttons. A left sidebar lists various relationship categories like 'High-Value Members', 'Influencers', and 'Supporters'. The main content area shows a 'Prioritized Feed' of tweets, with the most recent tweet from Rachel Weidinge (@rachelannyes) highlighted. This tweet is a retweet of a tweet from @aspirationtech about the #npdev2013 event. Below it, a tweet from TechSoup is visible. The right sidebar features an 'Influencers' section, which lists the top influencers based on follower/following ratio and engagement history, including @rachelannyes, @TechSoup, and @kanter.

Communit@aspirationtech.org | Free aspirationtech Team | Widget | Account | Logout

Dashboard Reports Upgrade Now » Add Twitter Profile

Prioritized Feed Most Recent | Updated at 22:33

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 #npdev2013 [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

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 @rachelannyes @TechSoup @kanter for being top influencers in my community this week :)

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>

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!

These training materials have been prepared by Aspiration in partnership with Radical Designs

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