High Impact eAdvocacy

This ReadyTalk Seminar is being recorded.

ASPIRATION
BETTER TOOLS FOR A BETTER WORLD

Introduction

- Misty Avila
- Jessica Steimer

High Impact eAdvocacy

Building Your Own Social Media Listening Dashboard

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?

Basics

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

Benefits

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

Pre-Cautions

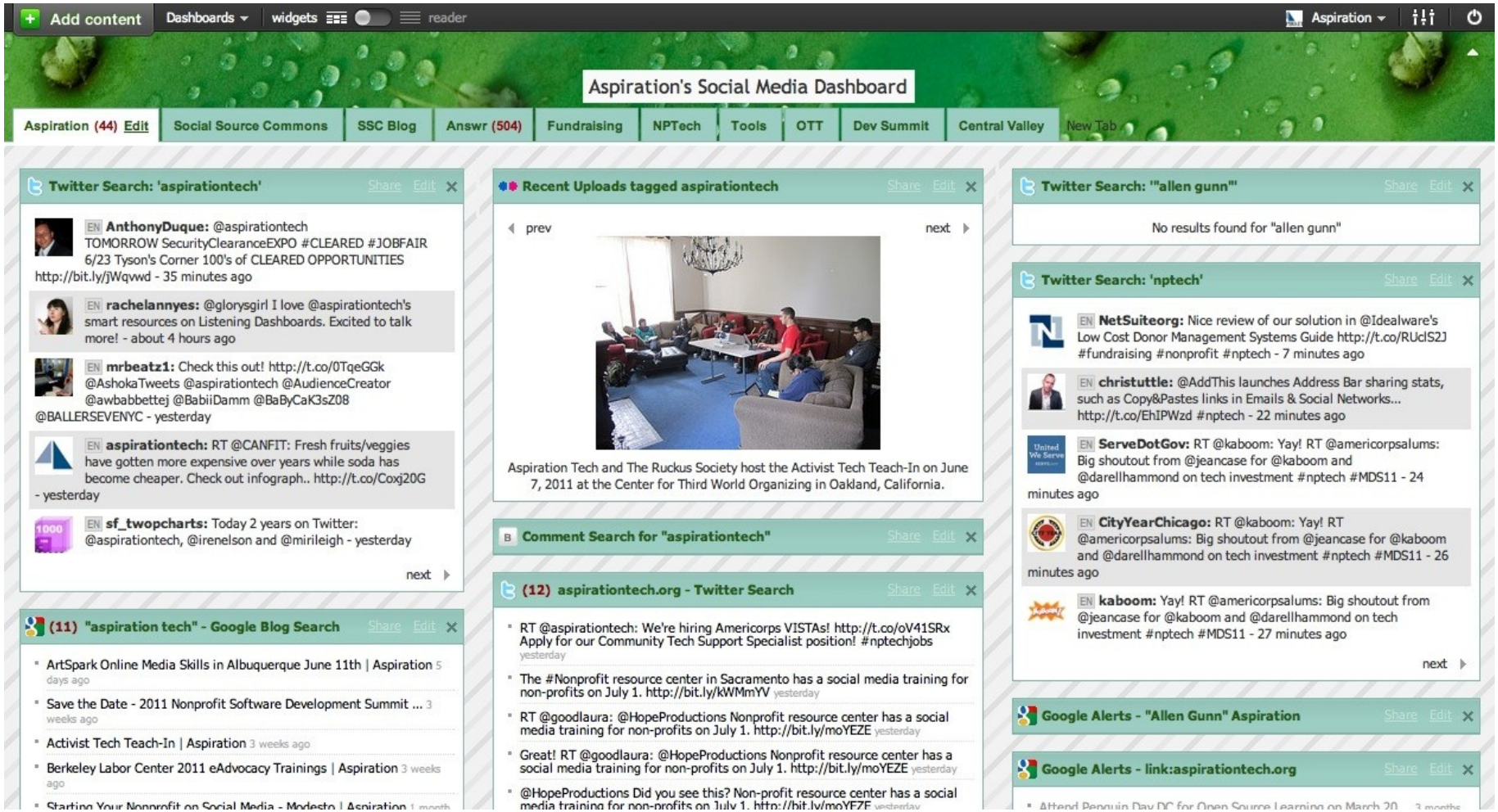
- Does not provide Analytics
- Isn't fool proof
- Sift through noise
- Unique Online Identity

Poll

Are you listening to your mentions online?

If yes, share with us in the chat box how you are doing so.

What a Dashboard Looks Like



- What Do I need to know to use a Dashboard?
  - How to find RSS feeds

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	

NEXT NEW NETWORKS
FUNNY OR DIE
3 to Watch
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New Book Launch!

hearts on fire

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.

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4:41 PM
4/9/2012

RSS
XML
ATOM

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

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Social Source Commons Blog

Nonprofit Tech, Tools and Social Media

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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-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 competancy 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...

Go!

Featured SSC Blog Posts

- Facebook vs. Twitter
- Cross Posting on Facebook Org Pages
- Keeping Your Privacy Online

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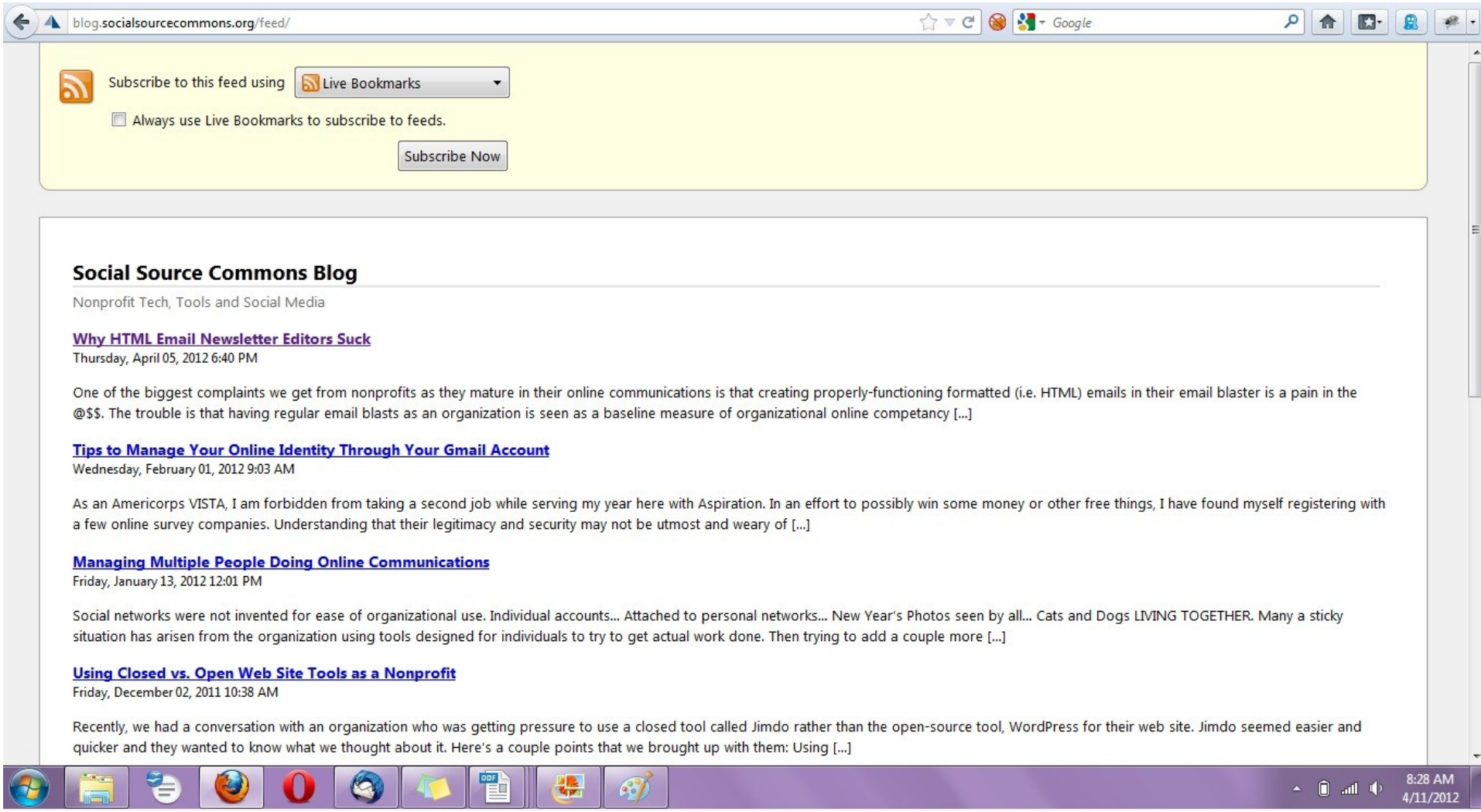
4/11/2012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Why HTML Email Newsletter Editors Suck
Thursday, April 05, 2012 6:40 PM
One of the biggest complaints we get from nonprofits as they mature in their online communications is that creating properly-functioning formatted (i.e. HTML) emails in 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 competancy [...]
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
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 [...]
8:28 AM
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.

Activity:

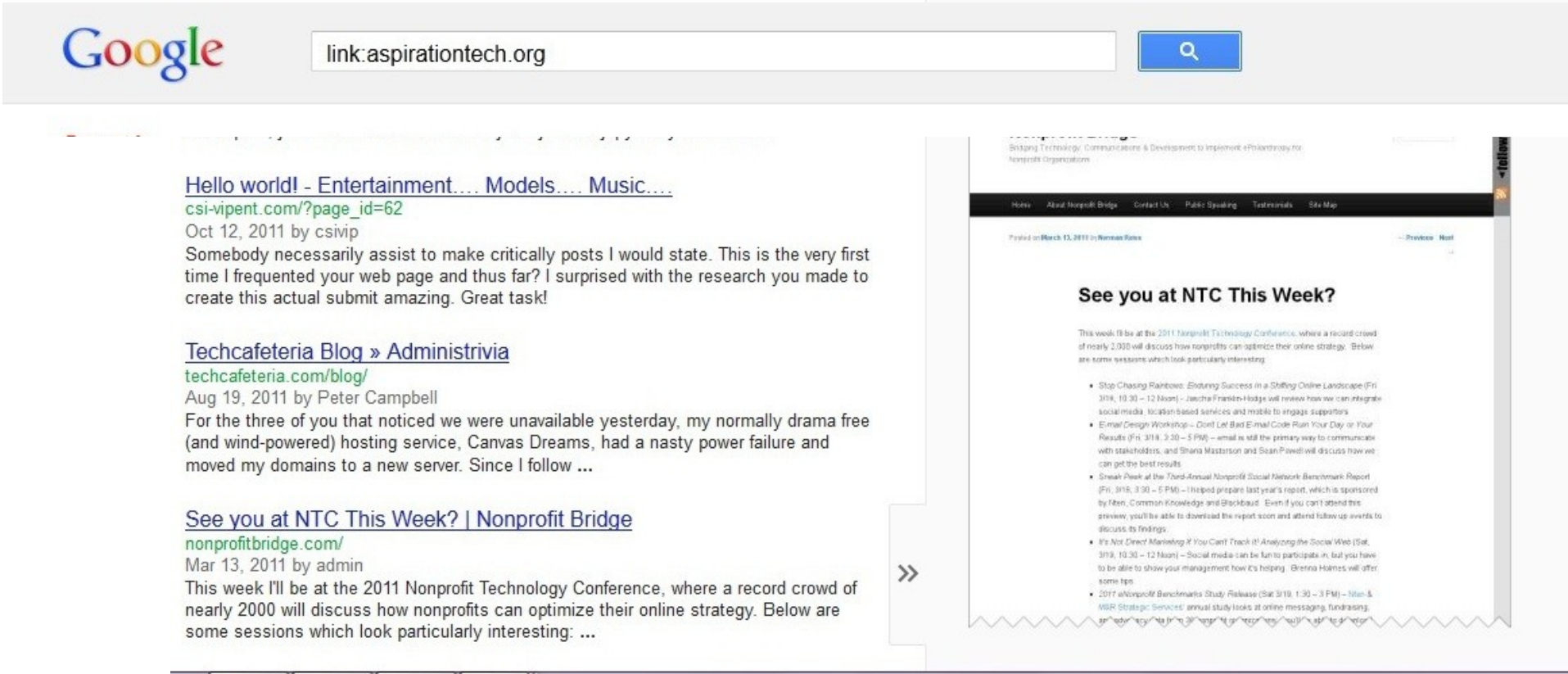
What are Your Search Terms?

Generating a Google Blog Search Feed

- Go to http://blogsearch.google.com
- Type your search terms, click "Search Blogs"
- The Search Results Page generates an RSS Feed
  - Feed link shows up at bottom of results page

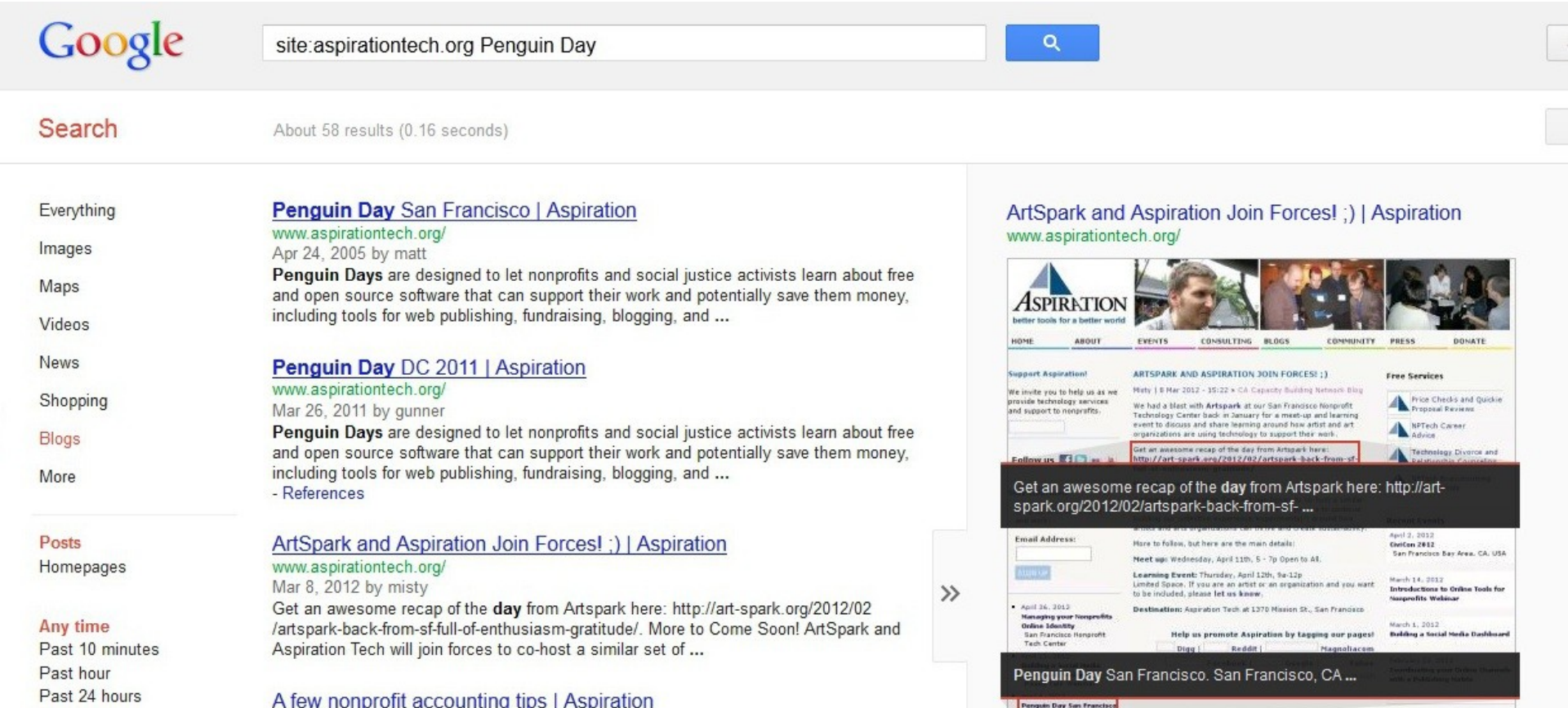
Google Search Tips

- Link
  - Allows you to search for who is linking to you



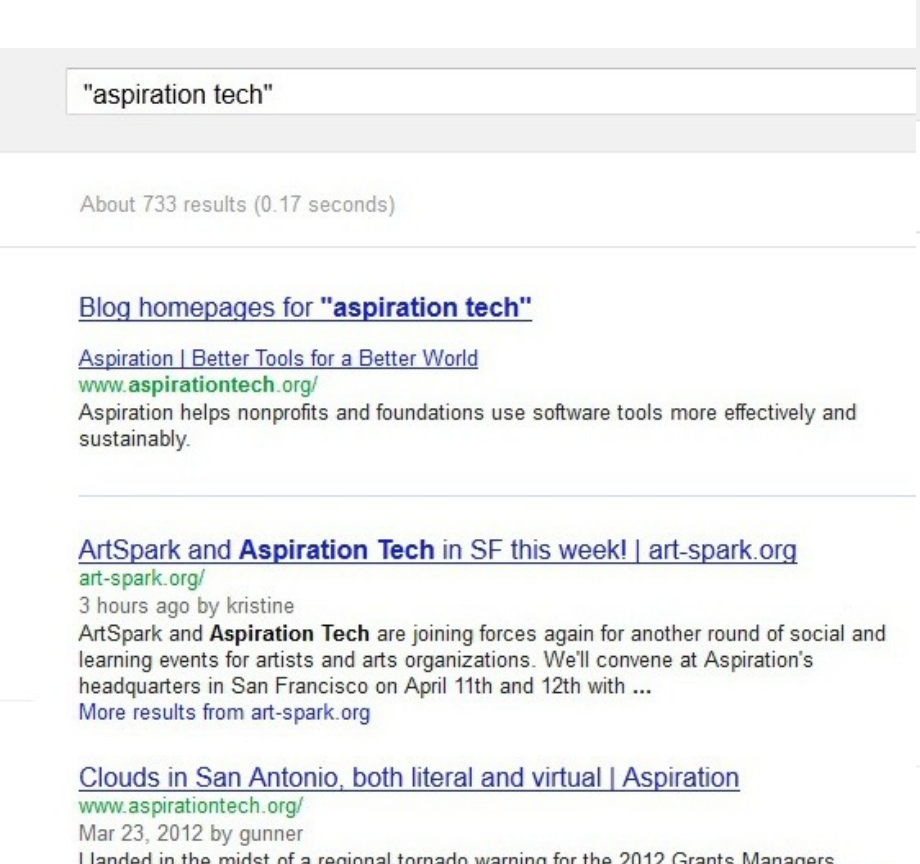
Google Search Tips

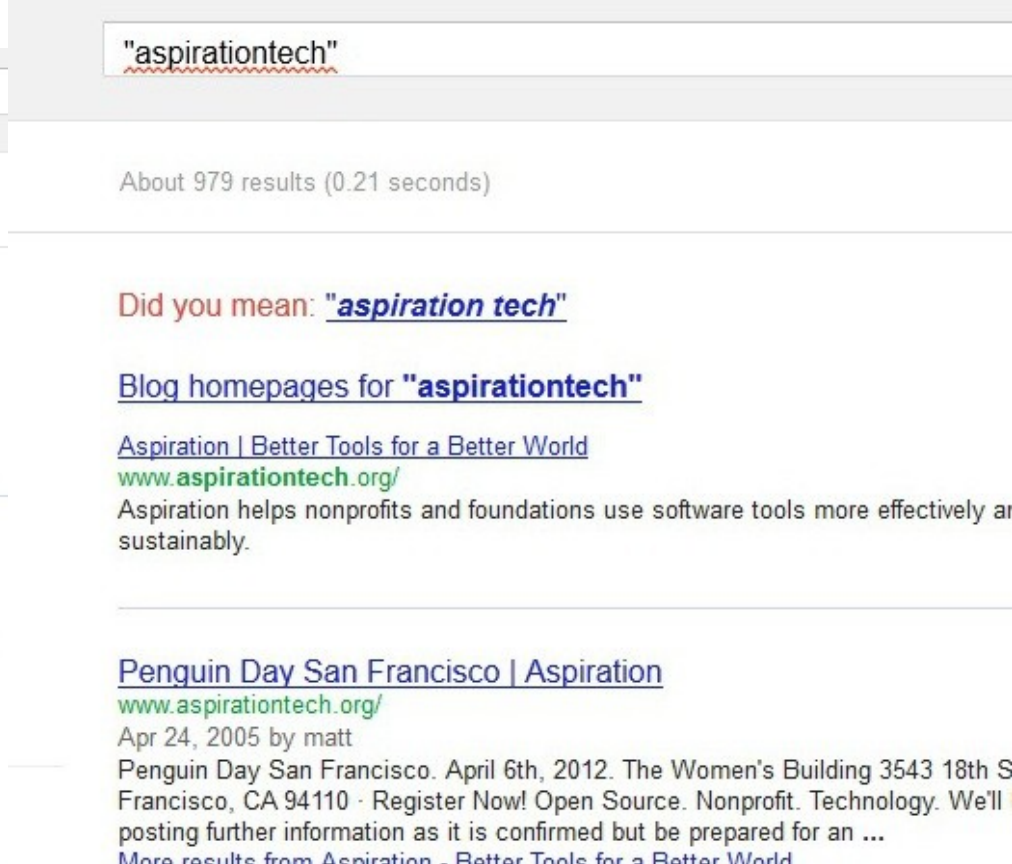
- Site
  - Search for something within a site



Google Search Tips

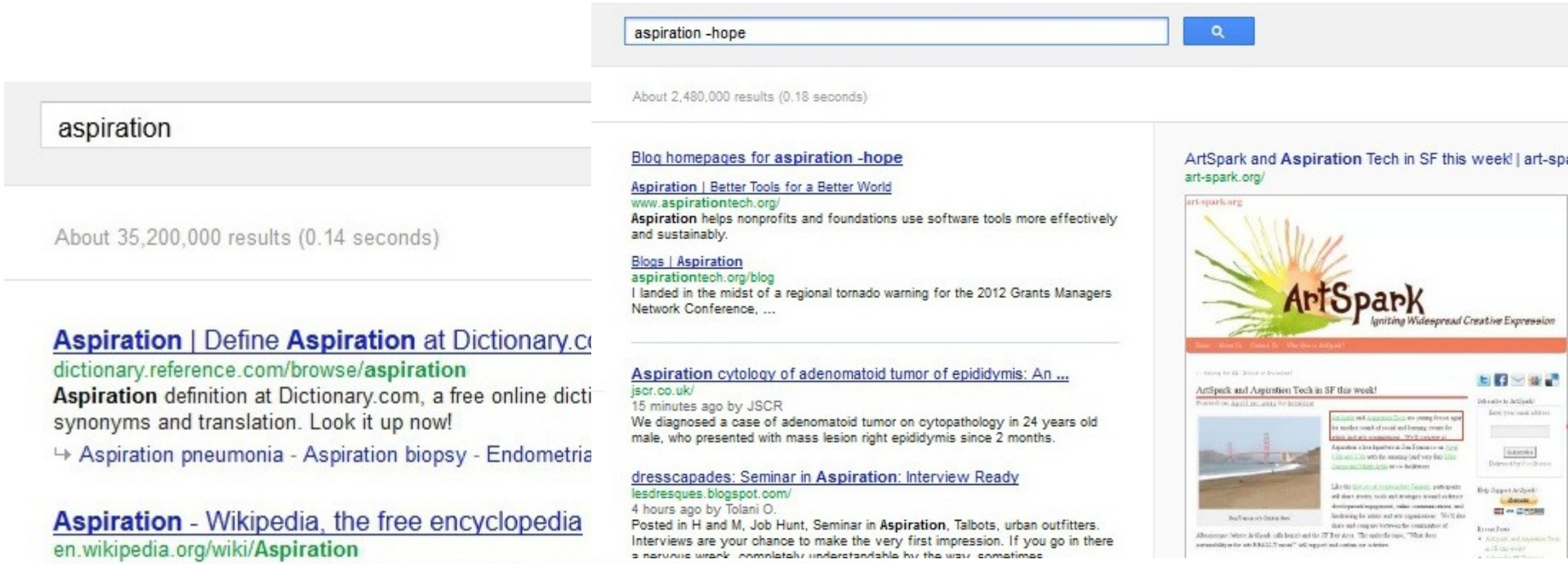
- "Quotes"
  - Search for an exact phrase





Google Search Tips

- \- sign
  - Reduce noice with minus sign



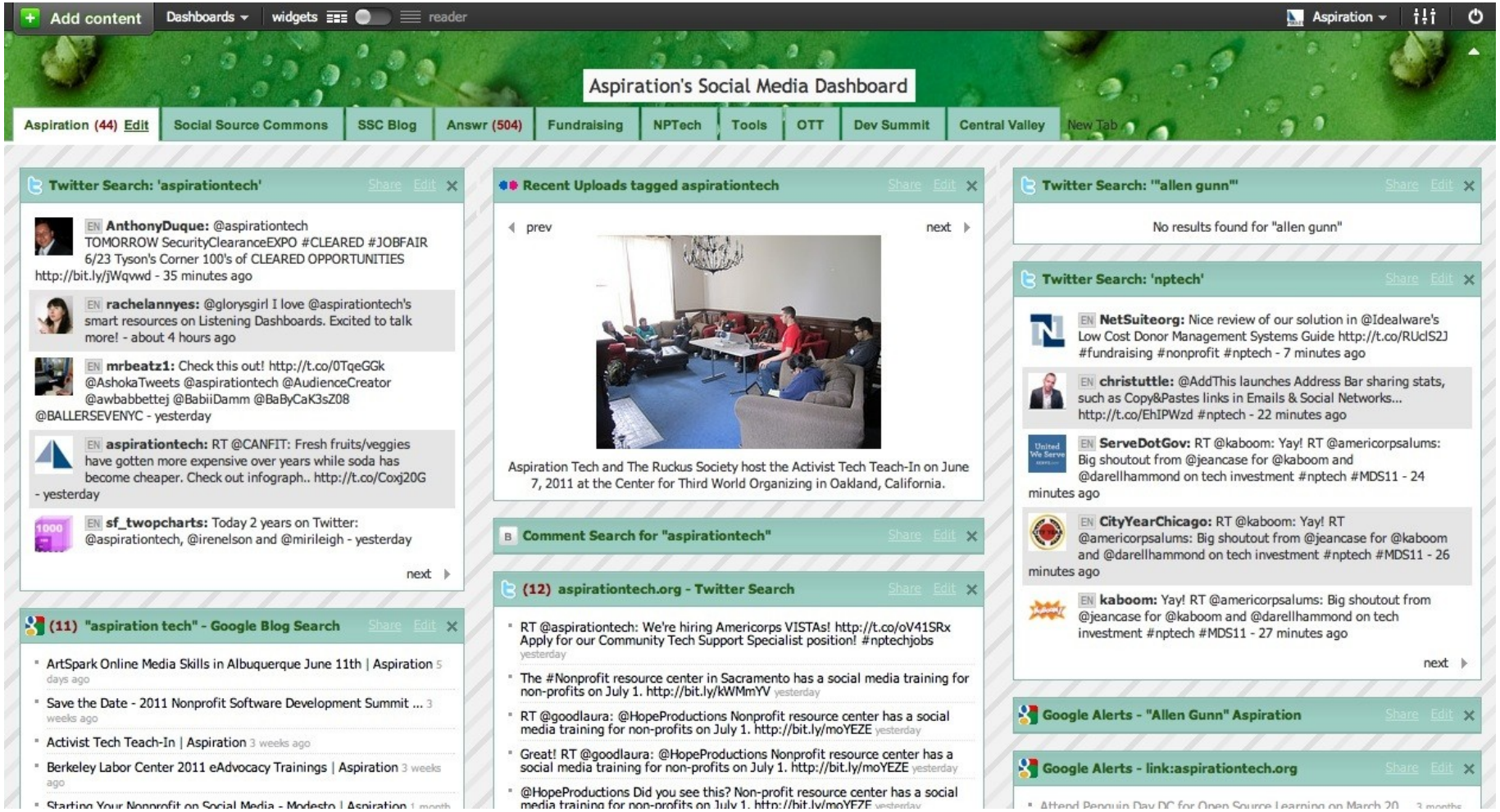
Other Social Media Searches

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

Activity:

Walk through:
adding a feed to dashboard

Voila!
Your Social Media Dashboard



End Of Section

- Questions?
- Comments?

Thank You!

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