

High Impact eAdvocacy

This ReadyTalk Seminar  
is being recorded.



# 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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# 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

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 menu with categories: 'Aspiration (44)', '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! #nptechjobs yesterday
- The #Nonprofit resource center in Sacramento has a social media training for non-profits on July 1. <http://bit.ly/kWMMmYV> 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: 'nptech'**

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

## ▶ 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	







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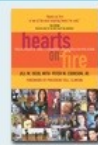
First Name: \*

Last Name: \*

Join Now!

[close](#)

### 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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#### CWC & We-Care.com

CWC is proud to announce we have partnered with We-Care.com to offer the We-Care Reminder. It allows us to receive a donation whenever you shop online at hundreds of participating merchants — at no extra cost to you. Whenever you visit a participating merchant, you'll be given the opportunity





# 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



# Social Source Commons Blog

Nonprofit Tech, Tools and Social Media

A program of Aspiration

- Home
- About
- Best Practices
- Social Media
- Social Source Commons
- Toolboxes

AddThis  
 Disqus  
 Google Analytics

## 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 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





### Featured SSC Blog Posts

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



Subscribe to this feed using

Live Bookmarks

Always use Live Bookmarks to subscribe to feeds.

Subscribe Now

## 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 [...]

# 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



link:aspirationtech.org



[Hello world! - Entertainment... Models... Music....](#)  
[csi-vipent.com/?page\\_id=62](#)

Oct 12, 2011 by csivip

Somebody necessarily assist to make critically posts I would state. This is the very first time I frequented your web page and thus far? I surprised with the research you made to create this actual submit amazing. Great task!

[Techcafeteria Blog » Administrivia](#)

[techcafeteria.com/blog/](#)

Aug 19, 2011 by Peter Campbell

For the three of you that noticed we were unavailable yesterday, my normally drama free (and wind-powered) hosting service, Canvas Dreams, had a nasty power failure and moved my domains to a new server. Since I follow ...

[See you at NTC This Week? | Nonprofit Bridge](#)

[nonprofitbridge.com/](#)

Mar 13, 2011 by admin

This week I'll be at the 2011 Nonprofit Technology Conference, where a record crowd of nearly 2000 will discuss how nonprofits can optimize their online strategy. Below are some sessions which look particularly interesting: ...

Building Technology, Communications & Development to Improve e-Profitability for Nonprofit Organizations

[Home](#) [About Nonprofit Bridge](#) [Contact Us](#) [Public Speaking](#) [Testimonials](#) [Site Map](#)

Posted on [March 13, 2011](#) in [Norman Rowe](#)

[Previous](#) [Next](#)

## See you at NTC This Week?

This week I'll be at the 2011 Nonprofit Technology Conference, where a record crowd of nearly 2,000 will discuss how nonprofits can optimize their online strategy. Below are some sessions which look particularly interesting:

- [Stop Chasing Rainbows: Enduring Success in a Shifting Online Landscape](#) (Fri 3/18, 10:30 – 12 Noon) - [Jacche Franklin-Hodge](#) will review how we can integrate social media, location-based services, and mobile to engage supporters.
- [Email Design Workshop: Don't Let Bad Email Code Ruin Your Day or Your Results](#) (Fri 3/18, 2:30 – 5 PM) - email is still the primary way to communicate with stakeholders, and [Shana Masterson](#) and [Sean Powell](#) will discuss how we can get the best results.
- [Sneak Peek at the Third Annual Nonprofit Social Network Benchmark Report](#) (Fri 3/18, 3:30 – 5 PM) - I helped prepare last year's report, which is sponsored by [iTeen](#), [Common Knowledge](#) and [Blackboard](#). Even if you can't attend the preview, you'll be able to download the report soon and attend follow-up events to discuss its findings.
- [It's Not Direct Marketing if You Can't Track It: Analyzing the Social Web](#) (Sat 3/19, 10:30 – 12 Noon) - Social media can be fun to participate in, but you have to be able to show your management how it's helping. [Shenna Holmes](#) will offer some tips.
- [2011 eNonprofit Benchmark Study Release](#) (Sat 3/19, 1:30 – 3 PM) - [iTeen](#) & [NSR Strategic Services'](#) annual study looks at online messaging, fundraising,



# Google Search Tips

## ► Site

- Search for something within a site



site:aspirationtech.org Penguin Day



Search

About 58 results (0.16 seconds)

Everything

Images

Maps

Videos

News

Shopping

Blogs

More

Posts

Homepages

Any time

Past 10 minutes

Past hour

Past 24 hours

### [Penguin Day San Francisco | Aspiration](#)

[www.aspirationtech.org/](http://www.aspirationtech.org/)

Apr 24, 2005 by matt

**Penguin Days** are designed to let nonprofits and social justice activists learn about free and open source software that can support their work and potentially save them money, including tools for web publishing, fundraising, blogging, and ...

### [Penguin Day DC 2011 | Aspiration](#)

[www.aspirationtech.org/](http://www.aspirationtech.org/)

Mar 26, 2011 by gunner

**Penguin Days** are designed to let nonprofits and social justice activists learn about free and open source software that can support their work and potentially save them money, including tools for web publishing, fundraising, blogging, and ...  
- References

### [ArtSpark and Aspiration Join Forces! ;\) | Aspiration](#)

[www.aspirationtech.org/](http://www.aspirationtech.org/)

Mar 8, 2012 by misty

Get an awesome recap of the **day** from Artspark here: <http://art-spark.org/2012/02/artspark-back-from-sf-full-of-enthusiasm-gratitude/>. More to Come Soon! ArtSpark and Aspiration Tech will join forces to co-host a similar set of ...

### [A few nonprofit accounting tips | Aspiration](#)

### [ArtSpark and Aspiration Join Forces! ;\) | Aspiration](#)

[www.aspirationtech.org/](http://www.aspirationtech.org/)

ASPIRATION  
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Support Aspiration!  
We invite you to help us as we provide technology services and support to nonprofits.

ARTSPARK AND ASPIRATION JOIN FORCES! :)  
Hi!y | 8 Mar 2012 - 15:22 » CA Capacity Building Network Blog  
We had a blast with Artspark at our San Francisco Nonprofit Technology Center back in January for a meet-up and learning event to discuss and share learning around how artist and art organizations are using technology to support their work.

Free Services  
Price Checks and Quickie Proposal Review  
NP Tech Career Advice  
Technology, Divorce and Post-Divorce Counseling

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Get an awesome recap of the **day** from Artspark here: [http://art-spark.org/2012/02/artspark-back-from-sf- ...](http://art-spark.org/2012/02/artspark-back-from-sf-...)

More to follow, but here are the main details:  
Meet up: Wednesday, April 11th, 5 - 7p Open to All.  
Learning Event: Thursday, April 12th, 9a-12p Limited Space. If you are an artist or an organization and you want to be included, please let us know.  
Destination: Aspiration Tech at 1370 Mission St., San Francisco

April 2, 2012  
ChitCon 2012  
San Francisco Bay Area, CA, USA

March 14, 2012  
Introduction to Online Tools for Nonprofits Webinar

March 1, 2012  
Building a Social Media Dashboard

Help us promote Aspiration by tagging our pages!  
[Digg](#) | [Reddit](#) | [MagooLiar.com](#)

Penguin Day San Francisco. San Francisco, CA ...

# Google Search Tips

## ▶ "Quotes"

- Search for an exact phrase

"aspiration tech"

About 733 results (0.17 seconds)

### Blog homepages for "aspiration tech"

[Aspiration | Better Tools for a Better World](#)

[www.aspirationtech.org/](http://www.aspirationtech.org/)

Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.

### ArtSpark and Aspiration Tech in SF this week! | art-spark.org

[art-spark.org/](http://art-spark.org/)

3 hours ago by kristine

ArtSpark and **Aspiration Tech** are joining forces again for another round of social and learning events for artists and arts organizations. We'll convene at Aspiration's headquarters in San Francisco on April 11th and 12th with ...

[More results from art-spark.org](#)

### Clouds in San Antonio, both literal and virtual | Aspiration

[www.aspirationtech.org/](http://www.aspirationtech.org/)

Mar 23, 2012 by gunner

I landed in the midst of a regional tornado warning for the 2012 Grants Managers

"aspirationtech"

About 979 results (0.21 seconds)

Did you mean: "[aspiration tech](#)"

### Blog homepages for "aspirationtech"

[Aspiration | Better Tools for a Better World](#)

[www.aspirationtech.org/](http://www.aspirationtech.org/)

Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.

### Penguin Day San Francisco | Aspiration

[www.aspirationtech.org/](http://www.aspirationtech.org/)

Apr 24, 2005 by matt

Penguin Day San Francisco. April 6th, 2012. The Women's Building 3543 18th S  
Francisco, CA 94110 · Register Now! Open Source. Nonprofit. Technology. We'll  
posting further information as it is confirmed but be prepared for an ...

[More results from Aspiration - Better Tools for a Better World](#)



# Google Search Tips

## ▶ - sign

- Reduce noise with minus sign

aspiration

About 35,200,000 results (0.14 seconds)

[Aspiration](#) | Define **Aspiration** at Dictionary.com  
[dictionary.reference.com/browse/aspiration](http://dictionary.reference.com/browse/aspiration)

**Aspiration** definition at Dictionary.com, a free online dictionary with synonyms and translation. Look it up now!

↳ [Aspiration pneumonia](#) - [Aspiration biopsy](#) - [Endometria](#)

[Aspiration](#) - Wikipedia, the free encyclopedia  
[en.wikipedia.org/wiki/Aspiration](http://en.wikipedia.org/wiki/Aspiration)

**Aspiration** may refer to: In linguistics: **Aspirated** consonant, a plosive pronounced with a strong burst of air; Debuccalization, the conversion of a consonant to [h] ...

[Pulmonary aspiration](#) - Wikipedia, the free encyclopedia

aspiration -hope

About 2,480,000 results (0.18 seconds)

[Blog homepages for aspiration -hope](#)

[Aspiration | Better Tools for a Better World](#)  
[www.aspirationtech.org/](http://www.aspirationtech.org/)

**Aspiration** helps nonprofits and foundations use software tools more effectively and sustainably.

[Blogs | Aspiration](#)  
[aspirationtech.org/blog](http://aspirationtech.org/blog)

I landed in the midst of a regional tornado warning for the 2012 Grants Managers Network Conference, ...

[Aspiration cytology of adenomatoid tumor of epididymis: An ...](#)  
[jscr.co.uk/](http://jscr.co.uk/)

15 minutes ago by JSCR

We diagnosed a case of adenomatoid tumor on cytopathology in 24 years old male, who presented with mass lesion right epididymis since 2 months.

[dresscapades: Seminar in Aspiration: Interview Ready](#)  
[lesdresques.blogspot.com/](http://lesdresques.blogspot.com/)

4 hours ago by Tolani O.

Posted in H and M, Job Hunt, Seminar in **Aspiration**, Talbots, urban outfitters. Interviews are your chance to make the very first impression. If you go in there a nervous wreck, completely understandable by the way, sometimes

[ArtSpark and Aspiration Tech in SF this week!](#) | [art-spark.org/](http://art-spark.org/)



ArtSpark and Aspiration Tech in SF this week!

Powered by [ArtSpark](#) and [Aspiration Tech](#)

ArtSpark and Aspiration Tech are joining forces again for another round of social and learning events for [ArtSpark](#) and [Aspiration Tech](#). We'll be in San Francisco for a week, from Friday, October 12th to Sunday, October 14th. We'll be at the [Mission District](#) and [SOMA](#) neighborhoods.

Learn the latest on [creative tools](#), [social media](#), and [design](#) trends, tools and strategies around culture, development, engagement, online communities, and fundraising for artists and the organization. We'll also share and engage you between the combination of [ArtSpark](#) and [Aspiration Tech](#).

ArtSpark and Aspiration Tech will support and continue to deliver



# 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

The dashboard features a top navigation bar with 'Add content', 'Dashboards', 'widgets', and 'reader'. Below this is a header for 'Aspiration's Social Media Dashboard' with a menu of categories: 'Aspiration (44)', 'Social Source Commons', 'SSC Blog', 'Answr (504)', 'Fundraising', 'NPTEch', 'Tools', 'OTT', 'Dev Summit', 'Central Valley', and 'New Tab'.

The main content area is divided into several panels:

- Twitter Search: 'aspirationtech'**: Shows tweets from AnthonyDuque, rachelannyes, mrbeatz1, aspirationtech, and sf\_twopcharts.
- Recent Uploads tagged aspirationtech**: Displays a photo of a group of people in a meeting room, captioned: '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.'
- Twitter Search: "allen gunn"**: Shows 'No results found for "allen gunn"'. Below it is another search for 'npotech' with results from NetSuiteorg, christuttle, ServeDotGov, CityYearChicago, and kaboom.
- Comment Search for "aspirationtech"**: Lists comments from RT @aspirationtech, RT @goodlaura, and @HopeProductions.
- (11) "aspiration tech" - Google Blog Search**: Lists blog posts such as 'ArtSpark Online Media Skills in Albuquerque June 11th | Aspiration 5 days ago' and 'Save the Date - 2011 Nonprofit Software Development Summit ... 3 weeks ago'.
- Google Alerts - "Allen Gunn" Aspiration** and **Google Alerts - link:aspirationtech.org**: Alerts for specific content.

# End Of Section

- ▶ Questions?
- ▶ Comments?

## Thank You!

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

Funded by the ZeroDivide Foundation

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