

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 online?
- ▶ How can it be useful for your organization?
- ▶ What tools can help?
- ▶ How can it inform your messaging?

Introductions

- ▶ Jessica Steimer, jessica@aspirationtech.org
- ▶ Training & Support Manager

Who is Aspiration?

- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as ally, coach, strategist, mentor, and facilitator to those trying to make more impactful use of information technology in their social change efforts.

First Things

- ▶ This training is envisioned as a dialog
- ▶ Please ask questions early and often
- ▶ It will only be as valuable for you as you make it!

Four Processes

**Audience
Assessment**



**Publishing
Matrix**



**Tracking &
Metrics**



**Message
Calendar**



What is Social Media Today?

- ▶ Conversations with people online
 - *Social* media
- ▶ Made for people, not organizations
 - It's not going to work perfectly
- ▶ Not your virtual megaphone



Caveats of Online Tools

- ▶ Can take a lot of time
 - Time = Money
- ▶ Big corporations who want your data
 - You are the product
- ▶ There are billion of tools
 - Which ones do we need?
- ▶ Tools change **EVERY. SINGLE. DAY.**
 - How can we keep up?



Basics

- ▶ Why do I need tools to listen online?
 - 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



Your Online Listening Garden



Pre-Cautions to Listening Online

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



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
 - Followerwonk
 - 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 yellow notification banner is prominently displayed, stating: "iGoogle will not be available after November 1, 2013. [Learn more.](#)" Below the banner, the page content includes a "Date & Time" widget, a "Gmail (25533)" widget with an "Inbox (25533) - Compose Mail" link, and a "CNN.com - Top Stories" widget. The Windows taskbar at the bottom shows the system tray with the date and time: 8:51 AM, 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".

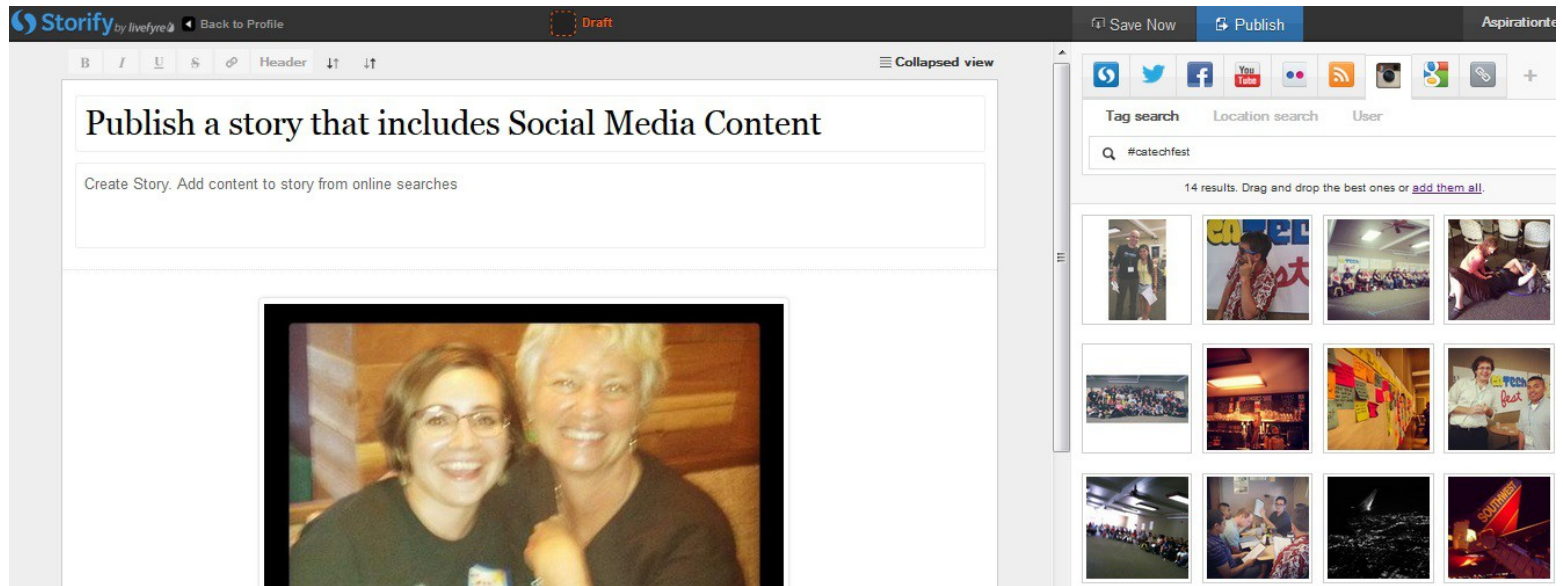
The main content area is organized into several widget panels:

- (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 recent posts including "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 a system tray displaying the time as 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'. Below this is a green header with the title 'Aspiration's Social Media Dashboard' and a menu of 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"

- 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/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: '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
- christtulle:** @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

"(11) aspiration tech" - Google Blog Search

- ArtSpark Online Media Skills in Albuquerque June 11th | Aspiration 5 days ago
- Save the Date - 2011 Nonprofit Software Development Summit ... 3 weeks ago
- Activist Tech Teach-In | Aspiration 3 weeks ago
- Berkeley Labor Center 2011 eAdvocacy Trainings | Aspiration 3 weeks ago
- Starting Your Nonprofit on Social Media - Modesto | Aspiration 1 month

(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/kWMMYV> yesterday
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Google Alerts - "Allen Gunn" Aspiration

- 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' link. 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

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

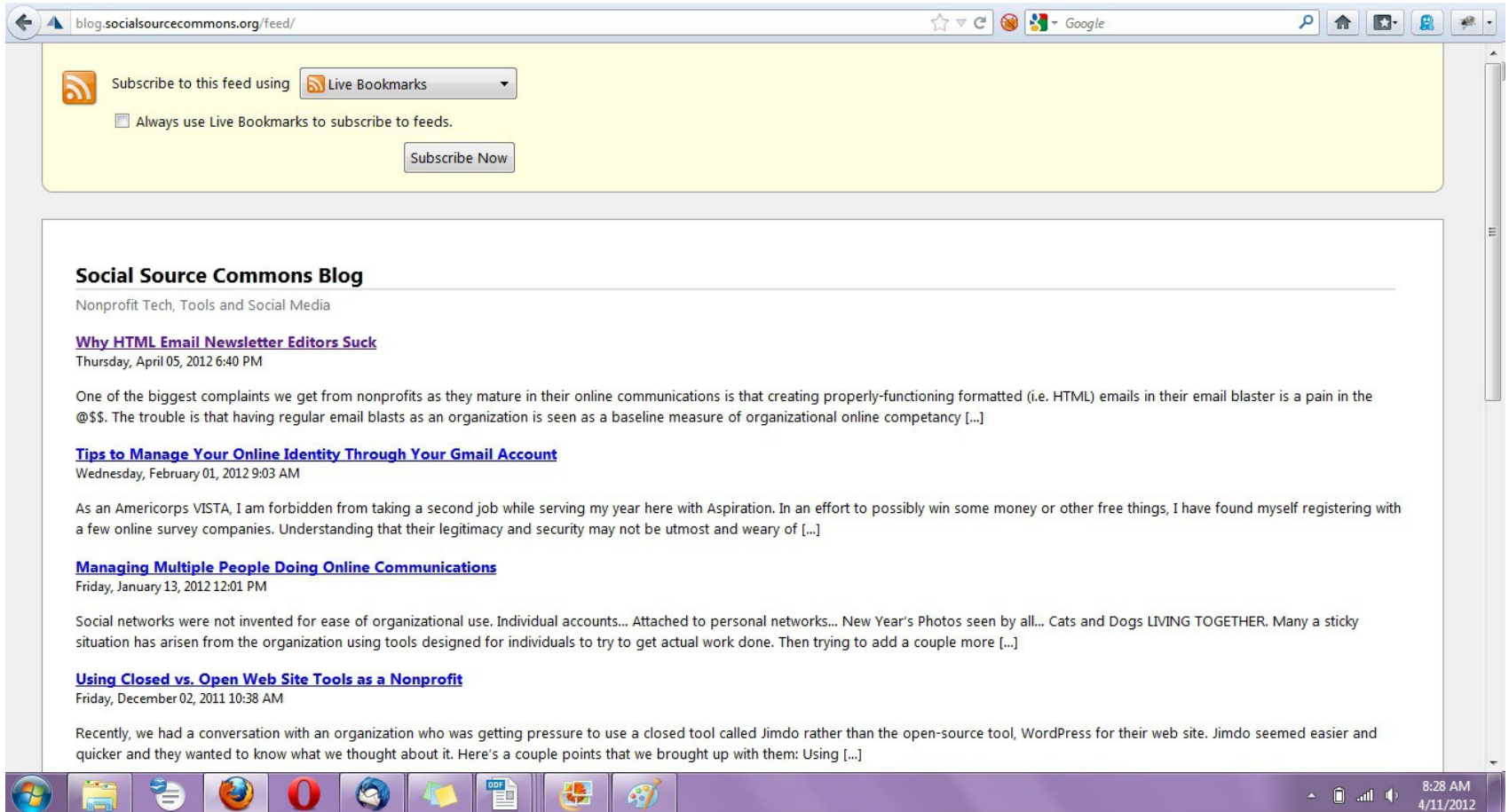
Search...

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, there is a yellow banner with an RSS icon and the text "Subscribe to this feed using" followed by a dropdown menu set to "Live Bookmarks". A checkbox labeled "Always use Live Bookmarks to subscribe to feeds." is present and unchecked. A "Subscribe Now" button is located at the bottom right of the banner.

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 @\$\$.

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[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 [...]

The Windows taskbar at the bottom shows several application icons, including Internet Explorer, Firefox, and a folder icon. The system tray on the right indicates the time as 8:28 AM on 4/11/2012.

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



Subscribe to RSS Feeds



New Content Feeds

▶ Google Alerts to RSS Feed

The screenshot displays the Google Alerts configuration page. 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 links for 'News' and 'Web'. A blue bar highlights the 'News' section with the text '12 new results for US Budget Transparency'. The first result is from Huffington Post, titled 'Transparency Groups to Congress: Appropriations Logjam Hurts Democracy', with a snippet about federal budget and tax issues. A second result is partially visible, 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

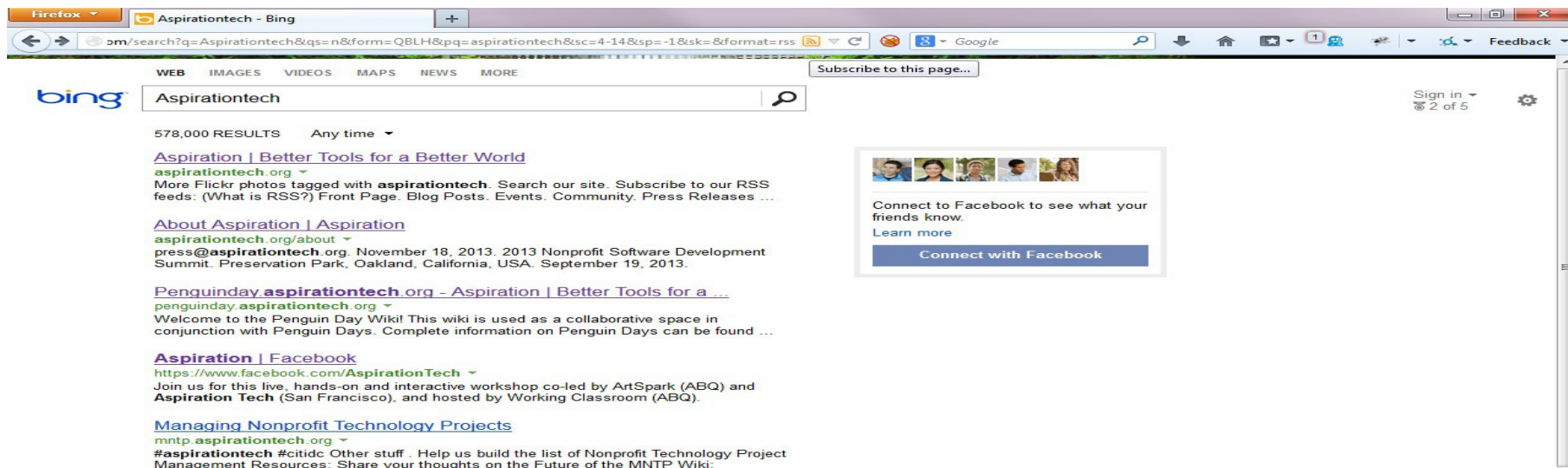
Transparency Groups to Congress: Appropriations Logjam Hurts Democracy
Huffington Post
"Americans can't be left behind when it comes to **federal budget** and tax issues. In recent years, political brinkmanship has prevented **us** from having a more accountable government. Now is the time for greater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

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

New Content Feeds



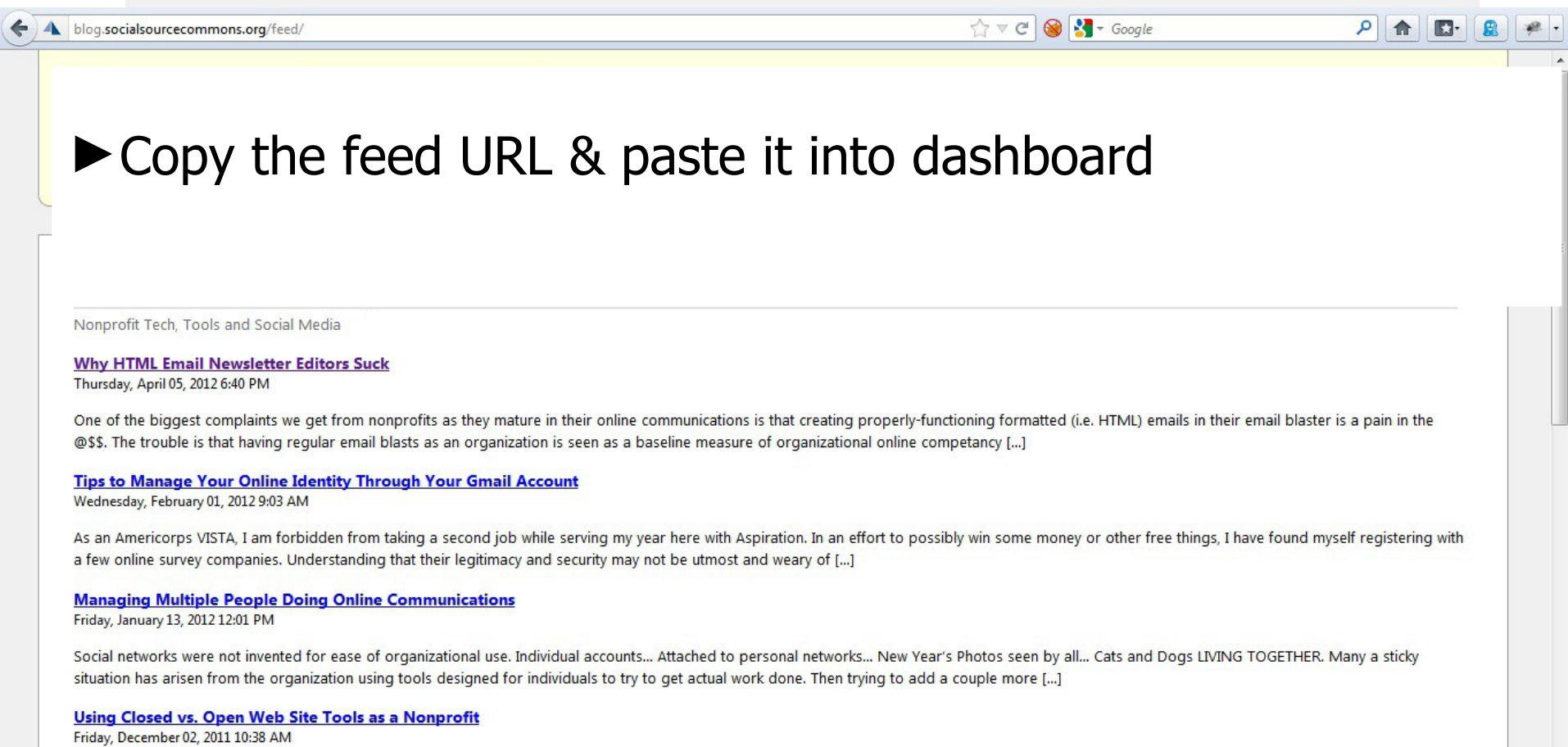
- ▶ to RSS Feed
 - ▶ Go to <http://bing.com>
 - ▶ Type your search terms
 - ▶ The search results page generates an RSS Feed
 - add “&format=rss” to the end of the URL

A screenshot of a web browser window showing a Bing search results page. The browser's address bar contains the URL: om/search?q=Aspirationtech&qsn=&form=QBLH&pq=aspirationtech&sc=4-14&sp=-1&sk=&format=rss. The search results for "Aspirationtech" show 578,000 results. The top result is "Aspiration | Better Tools for a Better World" from aspirationtech.org. The snippet for this result includes the text: "More Flickr photos tagged with aspirationtech. Search our site. Subscribe to our RSS feeds: (What is RSS?) Front Page. Blog Posts. Events. Community. Press Releases ...". Below the search results, there is a Facebook social widget with the text: "Connect to Facebook to see what your friends know. Learn more" and a "Connect with Facebook" button. The browser's address bar also shows a "Subscribe to this page..." button.

New Content Feeds



► Add RSS Feed to Dashboard

A screenshot of a web browser window. The address bar shows 'blog.socialsourcecommons.org/feed/'. The page content displays a list of RSS feed items. The first item is titled 'Why HTML Email Newsletter Editors Suck' with a date of 'Thursday, April 05, 2012 6:40 PM'. The second item is 'Tips to Manage Your Online Identity Through Your Gmail Account' dated 'Wednesday, February 01, 2012 9:03 AM'. The third item is 'Managing Multiple People Doing Online Communications' dated 'Friday, January 13, 2012 12:01 PM'. The fourth item is 'Using Closed vs. Open Web Site Tools as a Nonprofit' dated 'Friday, December 02, 2011 10:38 AM'. Each item includes a short introductory paragraph.

► Copy the feed URL & paste it into dashboard

Nonprofit Tech, Tools and Social Media

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Other Social Media Searches for New Content Feeds



▶ 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 a Twitter stream. At the top, there is a search bar containing the hashtag **#tabridge**. Below the search bar, the stream shows several tweets:

- 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-hand navigation menu with icons for home, compose, analytics, messages, profile, and settings. The top right corner shows a "Compose message..." field and various utility icons. The stream is currently filtered by the **#tabridge** hashtag.

Twitter Listening

▶ www.commun.it

The screenshot displays the Commun.it dashboard for the Twitter listening tool. The interface includes a top navigation bar with the Commun.it logo, user information (communit@aspirationtech.org), and navigation links (Dashboard, Reports, Upgrade Now). A left sidebar contains a 'Prioritized Feed' menu with categories like Relationships, Followers, and Groups. The main content area shows a list of tweets from influencers, including Rachel Weidinge, TechSoup, and Beth Kanter. A right sidebar features an 'Influencers' section with a definition and a 'Share the love' section with a thank-you message to top influencers.

Commun.it | aspirationtech | Team | Widget | Account | Logout

Dashboard | Reports | Upgrade Now » | Add Twitter Profile

Prioritized Feed | Most Recent | Updated at 22:33

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

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

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_va_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

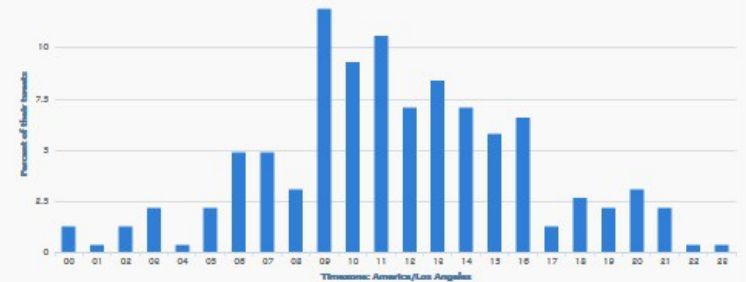
Mapped locations of users aspirationtech follows

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

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

Influence: 73.4
Popularity: 78.7
Engagement: 62.2
Trust: 61.0

Location: San Francisco, CA

Uri: <http://t.co/F0L2SzUZVE>

TweetLevel Score
73.4
Idea Starter / Amplifier

Go to twitter Tweet this

Influence Type

Compare User

Influence	Curator	Commentator	Idea Starter	Amplifier
High				
Medium				
Low				

Building Listening Into your Process



Listen

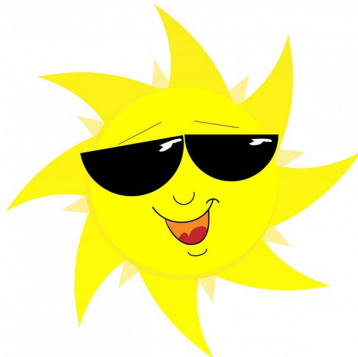
Look

Message

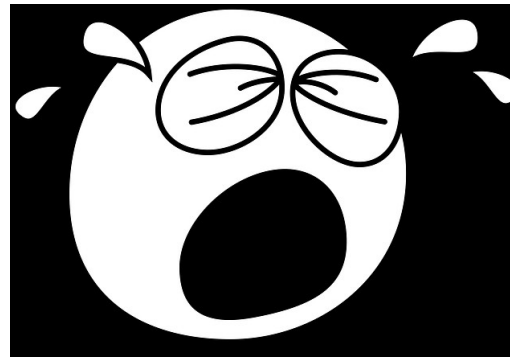
Fun



Fame



Pain



Passion



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

Four Processes

**Audience
Assessment**



**Publishing
Matrix**



**Tracking &
Metrics**



**Message
Calendar**



End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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