#### 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?



# 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



#### 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	







### 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



•	blog.socialsourcecommons.org/feed/	🏠 マ C 🥘 🎯 🚼 - Google	۹ 😰 🔹
	Subscribe to this feed using Live Bookmarks <ul> <li>Always use Live Bookmarks to subscribe to feeds.</li> </ul> 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 @\$\$. 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 [...]



# 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





#### Allows you to search for who is linking to you





#### Search for something within a site

Google	site:aspirationtech.org Penguin Day	Q					
Search	About 58 results (0.16 seconds)						
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Any time Past 10 minutes	Get an awesome recap of the <b>day</b> 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	"	April 34, 3013     Destinations, person test an annee,     Anapolita, Salaria,	e Dashkuard			
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#### Search for an <u>exact</u> phrase

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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	Penguin Day San Francisco   Aspiration www.aspirationtech.org/ Apr 24, 2005 by matt				
Clouds in San Antonio, both literal and virtual   Aspiration	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 Batter Tools for a Batter World

Mar 23, 2012 by gunner



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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



### Activity:

# Walk through: adding a feed to dashboard

#### Voila! Your Social Media Dashboard

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* Save the Date - 2011 Nonprofit Software Development Summit 3 weeks ago	<ul> <li>RT @goodlaura: @HopeProductions Nonprofit resource center has a social media training for non-profits on July 1. http://bit.lv/moYEZE vesterday</li> </ul>	Google Alerts - "Allen Gunn" Aspiration Share Edit X
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Below, some of the Twitter posts that e	kemplify the Journal's use of the medium.				-

#### IGoogle



#### End Of Section

Questions?

Comments?

#### Thank You!

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