Communications Processes

Listening Online

These training materials have been prepared by Aspiration.
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.

- www.aspirationtech.org/services
Agenda

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

Tracking & Metrics

Publishing Matrix

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
Basics

Why do I need tools to listen online?

- To be notified when keywords of interest are mentioned on the internet
- To better understand:
  - who are your online influencers
  - if your messages are reaching your intended audiences
  - data informed decisions to improve messaging
Basics

You need to know:

- Who? & What?
  - Who do you want to listen?
  - What do you want to listen about?

- Where?
  - What tools to use to listen?
What to look for:

- Names of:
  - organization(s) involved
  - key leader(s) of the campaign
  - an Executive Director or CEO
  - any spokespeople for or against the issue
  - campaigns, propositions, or programs that you support

- Any events or protests that you’ve been a part of

- Any #hashtags you’ve created or used frequently to contribute to online dialogue about your cause
Activity:

What are Your Search Terms?
Building Listening
Into your Process

Listener Online

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?

THEN...
Building Listening Into your Process

- Incorporate into your Messaging
  - Pain, Passion, Fun, Fame
- Track the Impact
- Practice & Improve

**BIG THANK YOU to Upwell for sharing their Big Listening Campaign Lifecycle**
Tools to Listen

- Online Listening Dashboards
  - Netvibes
  - Storify
- New Content Feeds (RSS)
  - Google Alerts
  - Bing Search

- Twitter Listening
  - Hootsuite
  - Commun.it
  - Followerwonk
  - Twopcharts
- Curated News
  - Feed.ly
  - Scoop.it
Twitter Listening

Stand-alone tools that connect with your Twitter account

- Hootsuite
- commun.it
- Followerwonk
- Twopcharts

Special Thanks to Susan Tenby (@suzboop) & Upwell (@upwell) for sharing useful tools.
Twitter Listening

www.hootsuite.com
Twitter Listening

www.commun.it
Twitter Listening

www.followerwonk.com
Benefits to Listening Online

How is it valuable?

- Be part of the conversation
- Save $$$
- Less guessing
Detective Work

So if you have identified new stakeholders, you’ll want to do more detective work about where they are online, and again look to see:

- Do they have a Twitter feed?
- Are they a Facebook user?
- Do they use blogs or online forums?

It’s also helpful to think about who influences your stakeholders and who they follow online.

- Where do they get their news and information from?
- Whose information are they sharing?
- What #hashtags are they using and responding to?
Pre-cautions to Listening Online

- Does not provide Analytics
- Isn't fool proof
- Sift through noise
- Like an Online Garden
  - Unique Online Identity can help
Online Listening
Dashboards

- Check ONE place for notifications about when keywords of interest are mentioned on the internet
  - Netvibes
  - Storify
Social Media Dashboard

Your real-time window into your mentions online
Online Listening Dashboard

www.netvibes.com
Online Listening Dashboards

www.storify.com
What a Dashboard Looks Like
Netvibes.com/aspirationtech
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
RSS Subscribe Page

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 [...]"
RSS from Online Searches

So RSS can monitor social media searches for you and update when someone mentions something you care about:

- Keywords from your Listening Matrix
  - Organization name,
  - Exec. Dir. name,
  - Relevant issue keywords,
  - Important people,
  - Propositions, etc.
Subscribing to RSS

- Add RSS Feed to an RSS Reader

- RSS Readers
  - 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

Search query: US Budget Transparency
Result type: Everything
How often: As-it-happens
How many: All results
Deliver to: Feed

There are no recent results for your search query. Below is a sample of the type of results you will get.

**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 brinksmanship 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 ...*
New Content Feeds

Search Results 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
New Content Feeds

- Add RSS Feed to Dashboard
- Copy the feed URL
- paste it into dashboard
Other Social Media Searches for New Content Feeds

- Message/Discussion Boards
  - BoardReader.com

- Digital Photos
  - Flickr
  - http://flickr.com/photos/tags/searchterm
Tools to Listen

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  - Storify

- **New Content Feeds (RSS)**
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  - Bing Search

- **Twitter Listening**
  - Hootsuite
  - Commun.it
  - Followerwonk
  - Tweetlevel
  - Twopcharts

- **Curated News**
  - Feed.ly
  - Scoop.it
Listening Process to Message More Effectively

- Listen Online
- Identify Opportunities
- Incorporate into your Messaging
- Track the Impact
- Practice & Improve
Thank You!

► Questions?

► Comments?
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