



# Publishing Matrix

Content Type	Announcement Method							
	Twitter Tweet			Blog Post				
	Aspiration	SSC	Answr	Aspiration	SSC	Answr	SFNTC	Public Lists
Asp. Event	X	X		X	X		X	X
SFNTC Event	X			X			X	
Asp. Web Site Update	X	*	*	X				
SSC Web Site Update		X			X			
Answr Web Site Update			X			X		
Aspiration Blog Post	X			X				
SSC Blog Post	X	X			X			
Answr Blog Post	X		X			X		
New Publication	X	X	X	X	X	X	X	X
Press Release	X	*	*	X	*	*	X	
New Staff/Board Member				X				
Asp. eNewsletter	X							
New Job Listing	X			X				
Fundraising Appeal	X			X				

SSC = Social Source Commons (<http://socialsourcecommons.org> )

Answr (<http://answr.net> )

SFNTC = San Francisco Nonprofit Technology Center (<http://sftechcenter.org> )

\* indicates "Conditional"

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Content Type	Announcement Method								
	LinkedIn		Facebook Status Update			Craigslist	Monthly eNewsletter		
	Gunner	Matt	Aspiration	SSC	Answr		Aspiration	SSC	Answr
Asp. Event	X	X	X			X	X		
SFNTC Event	X	X	X			X	X		
Asp. Web Site Update			X	*	*		X		
SSC Web Site Update				X				X	
Answr Web Site Update					X				X
Aspiration Blog Post			X				X		
SSC Blog Post			X	X				X	
Answr Blog Post			X		X				X
New Publication	X	X	X	*	*		X		
Press Release	X	X	X	*	*		X		
New Staff/Board Member							X		
Asp. eNewsletter	X		X						
New Job Listing	X		X			X	X		
Fundraising Appeal			X				X		

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Content Type	Announcement Method								
	Email List Blast					Facebook Event Post			
	Aspiration	SSC	Answr	SFNTC	Public Lists	Aspiration	SSC	Answr	
Asp. Event	X	X	X	X (local)	X	X			
SFNTC Event				X		X			
Asp. Web Site Update									
SSC Web Site Update									
Answr Web Site Update									
Aspiration Blog Post									
SSC Blog Post									
Answr Blog Post			X						
New Publication	X				X				
Press Release	X				X				
New Staff/Board Member									
Asp. eNewsletter									
New Job Listing	X				X				
Fundraising Appeal	X								

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Public Email Lists	Public Blog Post Sites
NTEN Discuss	Tech Soup
NTEN Events	NetSquared
NTEN 501s	
Riders	
Progressive Exchange	
Source Lists	
IAC2009	
NPOtechies	
Young Nonprofit Professionals	
DevSummit	
DOAPinterest	
Drupal For Good	
FLOSSmanuals	
IDC	
ISF	
Managing Nonprofit Technology Projects	
Nonprofit Open Source Initiative	
NPSF	
ODOG	
OSP	
Open Translation Tools	
PloneSF	
Sadev	
TechSoup	
TTAC02	