

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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Basics

- ▶ Why do I need a dashboard?
 - To be notified of keywords of interest are mentioned on the internet

- ▶ What Do I need to know to use a Dashboard?
 - How to find RSS feeds

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 horizontal menu with categories: 'Aspiration (44) Edit', 'Social Source Commons', 'SSC Blog', 'Answer (504)', 'Fundraising', 'NP Tech', '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
- rachelannys:** @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! #npotechjobs 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/moYEZF> yesterday

Twitter Search: "allen gunn"

No results found for "allen gunn"

Twitter Search: 'npotech'

- NetSuiteorg:** Nice review of our solution in @Idealware's Low Cost Donor Management Systems Guide <http://t.co/RUclS2j> #fundraising #nonprofit #npotech - 7 minutes ago
- christuttle:** @AddThis launches Address Bar sharing stats, such as Copy&Pastes links in Emails & Social Networks... <http://t.co/EhIPWzd> #npotech - 22 minutes ago
- ServeDotGov:** RT @kaboom: Yay! RT @americorpsalums: Big shoutout from @jeancase for @kaboom and @darellhammond on tech investment #npotech #MDS11 - 24 minutes ago
- CityYearChicago:** RT @kaboom: Yay! RT @americorpsalums: Big shoutout from @jeancase for @kaboom and @darellhammond on tech investment #npotech #MDS11 - 26 minutes ago
- kaboom:** Yay! RT @americorpsalums: Big shoutout from @jeancase for @kaboom and @darellhammond on tech investment #npotech #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

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

RSS

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"
- ▶ Firefox and some browsers auto-detect RSS
 - Can place an icon in the browser address bar

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
- ▶ 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?

What is Netvibes?

▶ Free Dashboarding Tool

▶ One of Many

- e.g. iGoogle, MyYahoo, Radian6

▶ Netvibes is a type of RSS Reader

- The feed will then automatically update anytime there's a new result

▶ It displays different RSS feeds in either



- Dashboard



- List



Netvibes: Getting Set Up



- ▶ Go to www.netvibes.com/signup
 - Pick a Username & Password
 - Give them your email
 - Confirm your email
- ▶ Bam! You have your own Dashboard
- ▶ Now to do something with it

Using Netvibes to Listen to Social Media

- ▶ Netvibes then serves as our our place to house social media search RSS feeds
 - They all live in the "Dashboard", our RSS Reader
 - They automatically update any time a new search result for our keyword pops up
 - Netvibes becomes our ear to social media & the internet

Generating a Twitter Search Feed

- ▶ Go to <http://search.twitter.com>
- ▶ Input your search terms, click "Search"
- ▶ The Search Results Page generates an RSS Feed
 - Click on "Feed for this Query" link in right sidebar
 - The resulting URL is your RSS Feed URL



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



Using Netvibes to Listen via Google

- ▶ Who knows what a Google Alert is?
- ▶ What's the difference between Google Blog Search & a regular Google search?
- ▶ Google Alert
 - Asking google to notify you when a new page mentioning your search terms is published
 - Notification can be via email (default) or RSS
- ▶ Netvibes gives you a place to manage a collection of Google Alerts



Creating a Google Alert RSS Feed

- ▶ Login to google.com/alerts
- ▶ Click "Create an Alert"
- ▶ Input your search terms
- ▶ Alert can be delivered as an email alert or an RSS feed
 - RSS Feed creation requires login
- ▶ Choose Deliver to "Feed"
- ▶ Click "Create Alert"
- ▶ New Listing's RSS Icon is link to RSS Feed



Adding an RSS Feed to Netvibes

- ▶ Login to your Netvibes page
- ▶ Click "Add Content" in upper left
- ▶ Click "Add a Feed"
- ▶ Paste in RSS feed
- ▶ Click "Add Feed" button
- ▶ It then generates a widget for you
- ▶ Click the green "+" in the top corner of the widget
- ▶ Lather, Rinse, Repeat

Sign In

+ Add content

📡 Add a feed

Enter a feed address or website URL for autodetection



http://blog.socialsourcecommons.org/?feed=rss2



Add feed



Other Social Media Searches

▶ Social bookmarks

- Delicious Tag RSS Feeds
- <http://delicious.com/tag/searchterm>

▶ Facebook

- Search is horrible
- Kurrently, Social Mention

▶ Message/Discussion Boards

- BoardReader.com

▶ Digital Photos

- Flickr
- <http://flickr.com/photos/tags/searchterm>

Voila!

Your Social Media Dashboard

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 horizontal menu with tabs for 'Aspiration (44)', 'Social Source Commons', 'SSC Blog', 'Answr (504)', 'Fundraising', 'NPTEch', 'Tools', 'OTT', 'Dev Summit', 'Central Valley', and 'New Tab'.

The dashboard is organized into several columns of widgets:

- Twitter Search: 'aspirationtech'**: Displays tweets from users like AnthonyDuque, rachelannyes, and mrbeatz1, along with a tweet from aspirationtech about fresh fruits and soda prices.
- Recent Uploads tagged aspirationtech**: Shows a photo of a group of people in a room, with a caption: '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 'nptech' with results from NetSuiteorg, christuttle, ServeDotGov, CityYearChicago, and kaboom.
- Comment Search for "aspirationtech"**: Lists comments such as 'RT @aspirationtech: We're hiring Americorps VISTAs!' and 'The #Nonprofit resource center in Sacramento has a social media training for non-profits on July 1.'
- (12) aspirationtech.org - Twitter Search**: Similar to the first search, showing tweets related to the organization.
- "(11) aspiration tech" - Google Blog Search**: Lists blog posts like '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 terms and the organization's link.

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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

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