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

Aspiration's Social Media Dashboard

Twitter Search: 'aspirationtech'

Recent Uploads tagged aspirationtech

Comment Search for "aspirationtech"

(12) aspirationtech.org - Twitter Search

- RT @aspirationtech: We're hiring AmeriCorps VISTA! http://bit.ly/V4i15Rx Apply for our Community Tech Support Specialist position! #aspirationtech
- RT @goodlaura: @HopeProductions Nonprofit resource center has a social media training for non-profits on July 1. http://bit.ly/moYeE2 #aspirationtech
- Great! RT @goodlaura: @HopeProductions Nonprofit resource center has a social media training for non-profits on July 1. http://bit.ly/moYeE2 #aspirationtech
- RT @hopeproductions: Did you see this? Nonprofit resource center has a social media training for non-profits on July 1. http://bit.ly/moYeE2 #aspirationtech

Twitter Search: "allen gunn"

Twitter Search: "nptech"


christutula: AddThis Launches Address Bar Sharing Stubs, such as Copy/Pastes Links in Emails & Social Networks... http://bit.ly/E1Pwed #nptech #nptech

ServeDokGow RT @kaboom: Yay! RT @americaorpsalums: Big shoutout from @jeanecase for @kaboom and @darellahammond on tech investment! #nptech MD511 - 24 minutes ago

CityYearChicago: RT @kaboom: Yay! RT @americaorpsalums: Big shoutout from @jeanecase for @kaboom and @darellahammond on tech investment! #nptech MD511 - 27 minutes ago

Google Alerts - "Alien Gunn" Aspiration

Google Alerts - link:aspirationtech.org

Add content | Dashboards | widgets | reader | Aspiration (44) Edit | Social Source Commons | SSG Blog | Anawr (594) | Fundraising | NPTech | Tools | OTT | Dev Summit | Central Valley | New Tab

Aspiration Tech and The Buckle Society host the Activist Tech Teach-In on June 7, 2011 at the Center for Third World Organizing in Oakland, California.
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**

**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 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
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

Aspiration’s Social Media Dashboard

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Recent Uploads tagged aspirationtech

Comment Search for “aspirationtech”

(12) aspirationtechnology - Twitter Search

- RT (AspirationTech): We’re hiring AmeriCorps VISTA! http://t.co/6V1l5Rx Apply for our Community Tech Support Specialist position! #ntechjobs yesterday
- The #Nonprofit resource center in Sacramento has a social media training for non-profits on July 1, http://bit.ly/WMXmYV yesterday
- @HopeProductions: Did you see this? Non-profit resource center has a social media training for non-profits on July 1, http://bit.ly/nysYZE yesterday

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End Of Section

► Questions?

► Comments?

Thank You!

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