

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

These materials are distributed under a Creative Commons license: Attribution-ShareAlike 2.5

Basics

- Why do I need a dashboard?
 - To be notified when keywords of interest are mentioned on the internet
- What is Netvibes?
 - One of many dashboarding tools
 - Others include iGoogle, MyYahoo, Radian6
- What do I need to know to use Netvibes?
 - How to find RSS feeds

Netvibes

- Free Dashboarding Tool

The screenshot displays the 'Aspiration's Social Media Dashboard' interface. At the top, there is a search bar with the Google logo and a 'Google Search' button. Below the search bar is a navigation bar with several tabs: 'Aspiration (83) Edit', 'Social Source Commons (170)', 'Answr', 'SSC Blog (24)', 'Fundraising', 'NPtech', 'Tools', 'OTT', and 'New Tab'. The main content area is divided into three columns. The left column features a 'Delicious/tag/aspirationtech' feed with a list of items, including 'eAdvocacy and Social Media Training Materials | Aspiration - 3 weeks ago' and '2009 Nonprofit Software Development Summit Tools - Social Source Commons - 2 months ago'. Below this is a 'Twitter Search' for 'aspirationtech' showing tweets from users like @aspirationtech and @africastrategy. The middle column shows an 'Aspiration Facebook' feed with a post from 'Aspiration on Facebook' dated January 28 at 10:55am. The post includes a link to a blog titled 'How A Great Product Can Be Bad News: Apple, iPad, and the Closed Mac' and a photo of a laptop. The right column contains two search results: 'Technorati Search for: aspirationtech' which shows an error message, and 'Twitter Search' for 'npotech' showing tweets from users like @MikeElk and @NPtechJobs.

RSS



- RSS: Really Simple Syndication
 - Webpage content is “syndicated” or broadcast out using RSS
 - RSS “feeds” allow people to see when there is new content on a webpage by “subscribing”
 - e.g. New 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 autodetect RSS
 - Places an icon in the browser address bar



Netvibes: RSS Reader

- Netvibes is a type of RSS Reader



- It displays different RSS Feeds in either

- Dashboard

- List



Netvibes: Getting Set Up

- Go to www.netvibes.com
- “Sign Up” for an Account
 - Pick a Username
 - Give them your email
 - Confirm your email
- Bam! You have your own Dashboard
- Now to do something with it



Social Media RSS

- RSS is not just limited to blog posts
- Social Media sites publish RSS feeds for new 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 result 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.

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

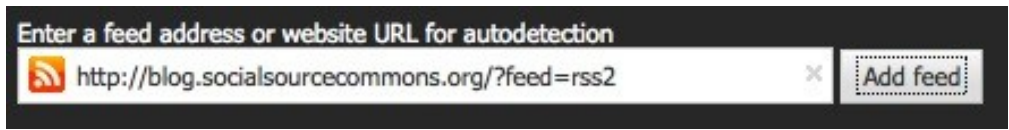
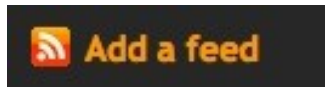
Generating a Twitter Search Feed

- 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 on right sidebar
 - The resulting URL is your RSS Feed URL



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 “Add” under the widget
- Lather, Rinse, Repeat



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?
- Google Alert
 - Asking Google to notify you when a new page mentioning your search terms is published
 - Notification can be via email or RSS
- Netvibes gives you a place to manage a collection of Google Alerts
 - e.g. Organization Name, Campaign name, E.D, Staff

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 gives you link to RSS Feed



Other Social Media Searches

- Facebook*
 - Kurrently.com
- Message/Discussion Boards
 - BoardReader.com
- Digital Photos
 - Flickr
 - <http://flickr.com/photos/tags/searchterm>
- Social Bookmarks
 - Delicious Tag RSS feeds
 - <http://delicious.com/tag/searchterm>

* Facebook search tools invariably are horrible. Don't expect quality results

Voila!

Your Social Media Dashboard

The dashboard is titled "Aspiration's Social Media Dashboard" and features a Google search bar at the top. Below the search bar is a navigation menu with tabs for: Aspiration (83) Edit, Social Source Commons (170), Answr, SSC Blog (24), Fundraising, NPTEch, Tools, OTT, and New Tab.

The dashboard is divided into several sections:

- Delicious/tag/aspirationtech:** A list of links including "eAdvocacy and Social Media Training Materials | Aspiration - 3 weeks ago", "2009 Nonprofit Software Development Summit Tools - Social Source Commons - 2 months ago", "Aspiration eAdvocacy Training | Aspiration - 7 months ago", "Open Translation Tools 2009 | Aspiration. Call for Participants. [disclaimer: OSI is a funder & am on the sub-board of the Info Program] - 8 months ago", "Flickr Photo Download: 2008 Nonprofit Development Summit - 1 year ago", "Aspiration Paper -- Creating Participatory Events | Aspiration - 1 year ago", and "Aspiration Paper -- Creating Participatory Events | Aspiration - 1 year ago".
- Aspiration Facebook:** A post from "Aspiration on Facebook" with the text: "Aspiration Thought-provoking article about the new iPad with regard to open source tech and Apple. Do you think the iPad is a step backward or a step forward?". It includes a link to "How A Great Product Can Be Bad News: Apple, iPad, and the Closed Mac bit.ly" and a timestamp of "January 28 at 10:55am". Below the post, it says "Aspiration Some interesting links I came across talking about Nonprofits, Facebook and Blogging:" and "Blogs + Social Media = ? (Blog Posts to Check Out bit.ly)". It also shows "Aspiration has 576 Fans" with a row of profile pictures.
- Technorati Search for: aspirationtech:** A message stating "Looks like this feed is not valid or currently not responding."
- Twitter Search (2) allen gunn - Twitter Search:** A list of tweets including "RT @img_mafia_1989: #FML ray allen got sum white/green 12's on...smfh!! im G O N E... - yesterday", "@upwardfallgirl yeah, I haven't been back since they placed me at Gunn Allen. holy crap, that was a long time ago! - 6 days ago", and "Coming next week: Voodoo, Nicole Sheridan, Timothy Stempien, Tommy Gunn, Allen Nabors, and more MuscLeHunks! #gayporn #gay #muscle - 1 week ago".
- Twitter Search (15) nptech - Twitter Search:** A list of tweets including "@MikeElk the one nptech blog has an 18-day series on that. I'll get the link on wends my hotel doesn't have free net- email me a reminder - 41 minutes ago", "RT @NPtechJobs - #NPtech: Social Media Consultant, Citywide Youth Coalition (New Haven, CT) http://ow.ly/16tsMX - 1 hour ago", "#NPtech: Social Media Consultant, Citywide Youth Coalition (New Haven, CT) http://ow.ly/16tsMX - 1 hour ago", "#NPtech: Online Organizer, Code Pink (Location not specified) http://ow.ly/16tsMY - 1 hour ago", and "RT @nptechinfo Delicious NPTEch Tags: Online Fundraising, Advocacy, and Social Media - frogloop: http://www.frogloop.com/ #nptech - 2 hours".