High Impact eAdvocacy

Building Your Own Social Media Listening Dashboard

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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
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”

- Some browsers auto-detect RSS
  - They place an icon in the browser address bar
  - Safari feeds can be tricky
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

► Start with a clean slate

► Now to do something with it
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 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
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
Adding a Twitter Search Feed

► Log into your dashboard
► Click “Add Content”
► Search for “Twitter Search”
► Click the “+” to add the widget to the dashboard
► On the newly-added widget, click “Edit”
► Type in your desired search terms
► Click “OK” and the widget will start to populate
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
Other Social Media Searches

- **Facebook**
  - Search is horrible
  - Kurrently, Social Mention, Topsy
- **Message/Discussion Boards**
  - BoardReader.com
- **Digital Photos**
  - Flickr
  - [http://flickr.com/photos/tags/searchterm](http://flickr.com/photos/tags/searchterm)
Google Search Tips

► Link:
  ▪ Allows you to search for who’s linking to you
  ▪ Link: aspirationtech.org

► Site
  ▪ Search for something within a site
  ▪ Site: aspirationtech.org eadvocacy

► Other search tips
  ▪ “Quotes”
  ▪ Reduce noise with a minus sign
  ▪ “labor movement” -baby
Voila!
Your Social Media Dashboard