

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

+ Add content |
 Dashboards ▾ |
 widgets [icon] |
 [icon] reader

Aspiration's Social Media Dashboard

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 Social Source Commons |
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EN mrbeatz1: Check this out! [@AshokaTweets](http://t.co/OTqeGGk) @aspirationtech @AudienceCreator @awbabbettej @BabiiDamm @BaByCaK3sZ08 @BALLERSEVENYC - yesterday

EN aspirationtech: RT @CANFIT: Fresh fruits/veggies have gotten more expensive over years while soda has become cheaper. Check out infograph.. <http://t.co/Coxj2OG> - yesterday

EN sf_twopcharts: Today 2 years on Twitter: @aspirationtech, @irenelson and @mirileigh - yesterday

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- * 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	Web Page
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

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 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

Sign In

+ Add content

📡 Add a feed

Enter a feed address or website URL for autodetection



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

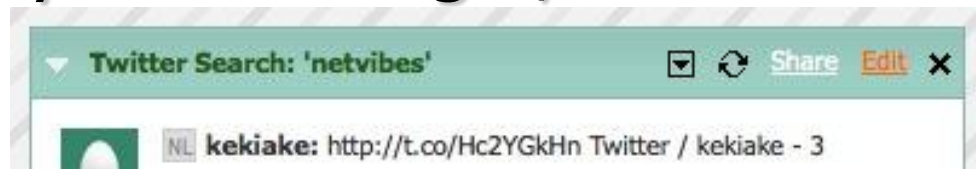
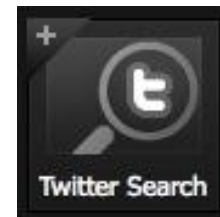


Add feed



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>

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

Aspiration's Social Media Dashboard

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- ▶ Comments?

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