

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


Aspiration's Social Media Dashboard

Navigation tabs: Aspiration (44) Edit | Social Source Commons | SSC Blog | Answer (504) | Fundraising | NPTEch | Tools | OTT | Dev Summit | Central Valley | New Tab

Twitter Search: 'aspirationtech'

- AnthonyDuque:** @aspirationtech
TOMORROW SecurityClearanceEXPO #CLEARED #JOBFAIR
6/23 Tyson's Corner 100's of CLEARED OPPORTUNITIES
<http://bit.ly/jWqwwd> - 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/OTqeGGk>
@AshokaTweets @aspirationtech @AudienceCreator @awbabbettej @BabiiDamm @BaByCaK3zS08 @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/Coxq20G> - yesterday
- sf_twopcharts:** Today 2 years on Twitter:
@aspirationtech, @irenelson and @mirleigh - 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.

Twitter Search: "allen gunn"

No results found for "allen gunn"

(11) "aspiration tech" - Google Blog Search

- ArtSpark Online Media Skills in Albuquerque June 11th | Aspiration 5 days ago
- Save the Date - 2011 Nonprofit Software Development Summit ... 3 weeks ago
- Activist Tech Teach-In | Aspiration 3 weeks ago
- Berkeley Labor Center 2011 eAdvocacy Trainings | Aspiration 3 weeks ago
- Starting Your Nonprofit on Social Media - Modesto | Aspiration 1 month ago

Comment Search for "aspirationtech"

- RT @aspirationtech: We're hiring Americorps VISTAs! <http://t.co/oV41SRx>
Apply for our Community Tech Support Specialist position! #npstechjobs yesterday
- The #Nonprofit resource center in Sacramento has a social media training for non-profits on July 1. <http://bit.ly/kWMmYv> yesterday
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#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

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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. Social Media 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 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
 - Currently, Social Mention
- ▶ Twitter
 - RSS search no longer supported
 - Topsy
- ▶ Message/Discussion Boards
 - BoardReader.com
- ▶ Digital Photos
 - Flickr
 - <http://flickr.com/photos/tags/searchterm>

Other Search Tips

- ▶ Link:url.org
 - Allows you to search for who's linking to you
- ▶ Site:
 - Search for something within a site
- ▶ Google search tips
 - "Quotes"
 - Reduce the noise with a minus sign

Voila!

Your Social Media Dashboard

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- Attend Penguin Day IV for Open Source Learning on March 20 - 3 months

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

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