

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

The dashboard is titled "Aspiration's Social Media Dashboard" and features a navigation bar with tabs for "Aspiration (44)", "Social Source Commons", "SSC Blog", "Answer (504)", "Fundraising", "NPTEch", "Tools", "OTT", "Dev Summit", "Central Valley", and "New Tab".

Twitter Search: 'aspirationtech'

- AnthonyDuque:** @aspirationtech TOMORROW SecurityClearanceEXPO #CLEARED #JOBFAIR 6/23 Tyson's Corner 100's of CLEARED OPPORTUNITIES <http://bit.ly/jWqwd> - 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/0TqeGGk> @AshokaTweets @aspirationtech @AudienceCreator @awbabbettej @BabiiDamm @BaByCaK3sZ08 @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/Coxj20G> - yesterday
- sf_twopcharts:** Today 2 years on Twitter: @aspirationtech, @irenelson and @mirileigh - 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.

Comment Search for "aspirationtech"

(12) aspirationtech.org - Twitter Search

- RT @aspirationtech: We're hiring Americorps VISTAs! <http://t.co/oV41SRx> Apply for our Community Tech Support Specialist position! #nptechjobs yesterday
- The #Nonprofit resource center in Sacramento has a social media training for non-profits on July 1. <http://bit.ly/kWMMmYV> yesterday
- RT @goodlaura: @HopeProductions Nonprofit resource center has a social media training for non-profits on July 1. <http://bit.ly/moYEZE> yesterday
- Great! RT @goodlaura: @HopeProductions Nonprofit resource center has a social media training for non-profits on July 1. <http://bit.ly/moYEZE> yesterday
- @HopeProductions Did you see this? Non-profit resource center has a social media training for non-profits on July 1. <http://bit.ly/moYEZE> yesterday

Twitter Search: "allen gunn"

No results found for "allen gunn"

Twitter Search: 'nptech'

- NetSuiteorg:** Nice review of our solution in @Idealware's Low Cost Donor Management Systems Guide <http://t.co/RUclS2> #fundraising #nonprofit #nptech - 7 minutes ago
- christutt:** @AddThis launches Address Bar sharing stats, such as Copy&Pastes links in Emails & Social Networks... <http://t.co/EhIPWzd> #nptech - 22 minutes ago
- ServeDotGov:** RT @kaboom: Yay! RT @americorpsalums: Big shoutout from @jeancase for @kaboom and @darellhammond on tech investment #nptech #MDS11 - 24 minutes ago
- CityYearChicago:** RT @kaboom: Yay! RT @americorpsalums: Big shoutout from @jeancase for @kaboom and @darellhammond on tech investment #nptech #MDS11 - 26 minutes ago
- kaboom:** Yay! RT @americorpsalums: Big shoutout from @jeancase for @kaboom and @darellhammond on tech investment #nptech #MDS11 - 27 minutes ago

Google Alerts - "Allen Gunn" Aspiration

Google Alerts - link:aspirationtech.org

- 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

 ×



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

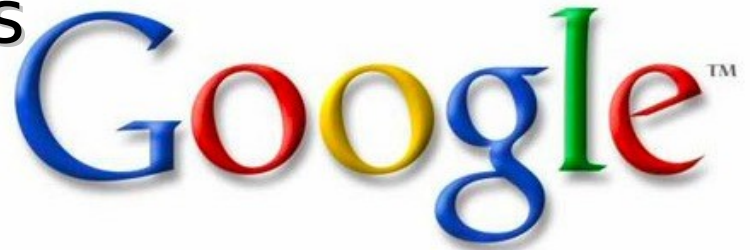
Using Netvibes to Listen via Google

- ▶ 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 page with 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

The dashboard features a top navigation bar with 'Add content', 'Dashboards', 'widgets', and 'reader'. Below this is a header for 'Aspiration's Social Media Dashboard' with a menu of categories: 'Aspiration (44)', 'Social Source Commons', 'SSC Blog', 'Answr (504)', 'Fundraising', 'NPTEch', 'Tools', 'OTT', 'Dev Summit', 'Central Valley', and 'New Tab'.

The main content area is divided into several widgets:

- Twitter Search: 'aspirationtech'**: Displays tweets from users like AnthonyDuque, rachelannyes, and mrbeatz1, along with a tweet from aspirationtech about fresh fruits and veggie prices.
- Recent Uploads tagged aspirationtech**: Shows a photo of a group of people in a room, captioned: '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"**: Shows 'No results found for "allen gunn"'. Below it is another search for 'npotech' with results from NetSuiteorg, christtulle, ServeDotGov, and CityYearChicago.
- Comment Search for "aspirationtech"**: Lists comments such as 'RT @aspirationtech: We're hiring Americorps VISTAs!' and '#Nonprofit resource center in Sacramento has a social media training for non-profits on July 1.'
- (12) aspirationtech.org - Twitter Search**: Similar to the first widget, showing tweets related to the organization.
- "(11) aspiration tech" - Google Blog Search**: Lists blog posts like 'ArtSpark Online Media Skills in Albuquerque June 11th | Aspiration 5 days ago' and 'Save the Date - 2011 Nonprofit Software Development Summit ... 3 weeks ago'.
- Google Alerts - "Allen Gunn" Aspiration** and **Google Alerts - link:aspirationtech.org**: Alerts for specific content.

End Of Section

- ▶ Questions?
- ▶ Comments?

Thank You!

These training materials have been prepared by Aspiration in partnership with Radical Designs

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