

Social Media – Connecting the Dots
Philanthropy Day, 1 November 2011, 1:45-3:00 pm

Our Favorite Lessons & Resources

Paula Hersey, Penguin Digital Design/Geek Girl ETC (www.penguindigitaldesign.com/ / <http://geekgirletc.com/>)
www.facebook.com/PenguinDigitalDesign / [@CapeProducer](https://www.facebook.com/GeekGirlETC) / [@GeekGirlETC](https://www.facebook.com/GeekGirlETC)

Media Curation is the emerging trend toward integrating and pondering media content using a mix of machine and human resources.

The practice includes Aggregation (gathering) and Curation (sorting, categorizing, art directing, and presenting) such that material from multiple sources creates a unique editorial experience for readers/visitors. The value will be in the expertise of the curator, people will not read junk, and the best of the best curators will create digital domination with vibrant communities.

Curation Tools:

Alltop -<http://alltop.com/>
RSS Feeds
Twitter Search
Google Alerts

Develop and use an Editorial Calendar

WordPress- <http://wordpress.org/extend/plugins/editorial-calendar/>
A paper calendar or online calendar (for example, Google Calendar)
A spreadsheet or online spreadsheet (for example, Excel or Google Docs)
Further Reading- <http://www.reachcustomersonline.com/2010/08/20/09.16.39/>

Best Advice:

One of the secrets to thriving in social media is to look at doing fewer things better and pick the ones that matter most. When you decide on your five areas, commit to spending 95 percent of your social media time on these things and allow 5 percent for the rest of experimental or unforeseen unknowns.

Homework:

READ <http://searchenginewatch.com/article/2116456/18-Minutes-a-Day-to-Social-Media-Time-Management>

J.C. Bouvier, International Fund for Animal Welfare (www.ifaw.org)
www.facebook.com/IFAWHQ [@action4ifaw](https://www.facebook.com/action4ifaw)

Sarah Cusick, CapeAbilities (www.CapeAbilities.org)

www.facebook.com/CapeAbilities

[@CapeAbilities](https://twitter.com/CapeAbilities)

<http://www.youtube.com/CapeAbilities>

Idealware – new Social media decision guide report – plus other helpful information

<http://idealware.org/reports/nonprofit-social-media-decision-guide>

Joe Waters on Cause Marketing – uses for social media

<http://selfishgiving.com>

John Haydon – Facebook plus other social media topics – great insights/funny

<http://www.johnhaydon.com/>

Set goals, make a plan, be realistic about staff, time and budget resources – check the analytics

Volunteers can help – but keep the keys

Social Media is evolving rapidly – Be flexible

Kathy Zagzebski, National Marine Life Center (www.nmlc.org)

www.facebook.com/NationalMarineLifeCenter [@MarineLifeCtr](https://twitter.com/MarineLifeCtr)

1. Connect social media accounts and crosspost – where it makes sense. Think about what and to whom you communicate on each venue when choosing what media to connect. Here's what I use.
 - a. Facebook to Twitter – Automatically uploads anything you post on your Facebook Page to Twitter. <http://www.facebook.com/twitter/>
 - b. Twitter to Facebook – Selective Tweets. Allows you to choose which tweets to cross-post to your Facebook Page (or profile) by adding a #fb hashtag at the end of your tweets. <https://apps.facebook.com/selectivetwitter/>
 - c. Twitter to LinkedIn. LinkedIn allows you to connect one or more Twitter Accounts, which then show up in your “All Updates” feed and those of your connections. Posts also show up in your “Activity” feed on your profile. You can set this to show all Twitter posts or only those twitter posts that include an #in hashtag. Click on “Settings” under your profile name, then Click on “Manage Your Twitter Settings”.
 - d. Blog to Twitter. Set this up via Hootsuite – see below.
 - e. Blog to Facebook. This feature was turned off in recent Facebook changes. (I can hear the groans, but actually a lot of the recent FB changes are very helpful.) There are PlugIns in WordPress that you (or your friendly webmaster!) can download to allow this option. I'm trying Facebook Page Publish: <http://wordpress.org/extend/plugins/facebook-page-publish/>
 - f. Blog (WordPress) to LinkedIn. Add the LinkedIn “WordPress” App, type in your blog, and your most recent posts will appear on your profile. From the menu bar – Click “More” then Click “Get More Applications”. Or, follow the link below. http://www.linkedin.com/opensocialInstallation/preview?_ch_panel_id=1&_applicationId=2200

- g. E-Newsletter to Facebook and Twitter. My e-newsletter provider, Vertical Response, now has a feature to post a link to the newsletter on Facebook and Twitter. I'm guessing most of the other e-newsletter vendors include the same feature. By the way, I LOVE Vertical Response – qualified 501(c)(3) non-profits can send up to 10,000 e-mails per month absolutely FREE! <http://www.verticalresponse.com/non-profit/pricing>
- 2. Explore 2nd party options – especially if they're free. I often poke around other organization's Facebook pages, websites, and Twitter profiles to get ideas and examples. I also get great ideas from Facebook posts by: Penguin Digital Design, Geek Girl Camp, and Mashable. And then I play.
 - a. Involver. <http://www.involver.com/> Allows two free “basic apps” per Facebook Account. I've downloaded the Twitter and YouTube Apps for NMLC's FB page, which creates a TAB on our page for our Twitter feed and YouTube videos.
- 3. Use a program to manage all your social media accounts. I use HootSuite – primarily for Twitter but you can link many of your social media sites. I still visit my organization's Twitter page periodically and Facebook page regularly, but HootSuite allows me to schedule posts and quickly scan various lists I've created for items to ReTweet.
 - a. Hootsuite, <http://hootsuite.com/>
 - b. TweetDeck. <http://www.tweetdeck.com/>
- 4. Use social media apps on your smartphone for quick posts or to check accounts during brief periods of downtime, e.g., while waiting at the doctor's/dentist's/hair stylist's. (Please – DON'T use your smartphone when driving!) I use a Blackberry and have downloaded Facebook, Twitter, WordPress, and Foursquare Apps.