

Social Media 101

Four blogs or publications worth your time.

Beth Kanter: Beth's Blog

<http://beth.typepad.com/>

Not only is Beth herself a font of all social media tools for non-profit purposes, she reads and follows everything and often links to the very best Web content on particular issues after her perspectives and takes. *Business Week* just named her one of four innovators in the social media space. I follow her work on a regular basis, and when I need to do research on a particular item, I start here.

Also: Watch Beth's social media fundraising campaigns. She's a pro.

Mashable

<http://www.mashable.com>

All social media, all the time.

SmartBrief on Social Media

<http://www.smartbrief.com/about/>

SmartBrief sends an e-mail daily with the day's biggest news around the social media space. This one e-mail contains well over half the items I'd find from other sources. SmartBrief also publishes daily briefings on a ton of other advertising and media issues.

ProBlogger

<http://www.problogger.net/>

If you decide to go down the blogger route, Darren Rowse's blog is an excellent place to start. Although you may not share Darren's goal of making money directly from blogging, his tips will help your blogging efforts be more effective.

A selection of other blogs I read on social media and Web communications

By the way, everything I read and like is available at <http://www.friendfeed.com/egculbertson>

Andy Sernovitz's Damn I Wish I Thought of That!

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

Andy's the head of Chicago-based Gaspedal, a leading firm helping people organize good, ethical word of mouth marketing, and oversees the Blog Council, which helps organizations learn from each other and share best practices.

Altitude: Brand Elevation through Social Media

<http://altitudebranding.com/>

Chicago's Amber Naslund is the community director for social listening tool Radian6 and has plenty of helpful advice for social media efforts.

Chris Brogan

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

Chris Brogan pulls together insights and guest posts on all aspects of social media and word of mouth communications.

Debbie Weil's BlogWrite for CEOs

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

Denise Graveline's Don't Get Caught

<http://dontgetcaught.biz/webdocs/blog/dgcnews.htm>

Getting Attention: Nancy Schwartz

<http://www.gettingattention.org/>

Nancy blogs on all manner of social change communications.

Heather Mansfield, DIOSA Communications

<http://nonprofits.change.org/>

<http://www.diosacommunications.com/about.htm>

Heather is a pioneer in helping nonprofits take advantage of social media and social networks and is the nonprofit community manager for Change.org. She writes regularly on social network issues for nonprofits and runs a useful and cost-effective Webinar series. Her change.org blog is particularly helpful for tips for fundraising via social media.

Old Media, New Tricks

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

Understand how journalism is changing to adopt social media and web 2.0 technologies.

Radian6 Blog

<http://www.radian6.com/blog/>

Forrester Groundswell blog

<http://blogs.forrester.com/>

Forrester Research's take on social technology.

Getting Started

WeAreMedia Social Media Starter Kit

<http://www.wearemedia.org/>

5-Part Social Media Process

<http://www.amysampleward.org/2009/01/02/5-part-social-media-process/>

Social Media University, Global

<http://social-media-university-global.org/>

2009 Social Media Marketing & PR Benchmark Guide (MarketingSherpa)

Free executive summary

<http://www.marketingsherpa.com/exs/SocialMM09excerpt.pdf?10046>

Come On In, The Water's Fine: Philanthropy Use of Social Media

Report: http://www.comnetwork.org/resources/brotherton_new_media_091608.pdf

Got Your Ears On? How to Listen to Your Audience Using Social Media

<http://nten.org/blog/2008/10/30/got-your-ears-on-how-to-listen-to-your-audience-using-social-media>

Beth's Blog: Draft Listening Curriculum

http://beth.typepad.com/beths_blog/2009/02/listening-curriculum-draft-what-you-think.html

10 of the Best Social Media Tools for PR Professionals and Journalists

<http://mashable.com/2008/10/30/best-social-media-tools-for-pr-professionals-and-journalists/>

How to Avoid the Social Media Time Suck

<http://www.corporatedollar.org/2008/12/avoid-social-media-time-suck/>

Quantify Your Non-Profit's Social Media ROI

<http://www.corporatedollar.org/2008/11/quantify-your-social-media-campaigns/>

Facebook Resources

Facebook Best Practices for Nonprofits – DIOSA Communications
<http://www.diosacommunications.com/facebookbestpractices.htm>

How To Disable Instant Personalization
<http://mashable.com/2010/04/25/disable-facebook-instant-personalization/>

Beth Kanter on 4/2010 Facebook Changes for Nonprofits
http://beth.typepad.com/beths_blog/2010/04/what-you-and-your-nonprofit-should-know-about-facebook-changes.html

10 Privacy Settings Every Facebook User Should Know
<http://www.allfacebook.com/2009/02/facebook-privacy/>

Causes for Nonprofits
<http://exchange.causes.com/resources/nonprofits/>

Inside Facebook:
<http://www.insidefacebook.com>
I pick up the Facebook Marketing Bible a few times a year.

Facebook Applications for Business:
<http://mashable.com/2009/01/22/business-facebook-apps/>

How Facebook's Open Strategy Shifts The Roadmap for Corporate Marketing and Support
<http://www.web-strategist.com/blog/2009/11/03/how-facebooks-open-strategy-shifts-the-roadmap-for-corporate-marketing/>

Twitter Resources

TwiTip
<http://www.twitip.com/>
from Darren Rowse of ProBlogger

My Essential Twitter Tools
<http://www.web-strategist.com/blog/2008/04/05/my-essential-twitter-tools/>

YouTube Resources

YouTube Nonprofit Program
<http://www.youtube.com/nonprofits>

See3 Guide to Online Video
<http://www.see3.net/guide/>

MySpace Resources

DIOSA Communications: MySpace Best Practices

<http://www.diosacommunications.com/myspacebestpractices.htm>

Andrew Cohen interviews Heather Mansfield about MySpace

<http://www.slideshare.net/forumone/heather-mansfield-292607>

Policy and Guidance Resources

Online database of social media policies

<http://socialmediagovernance.com/policies.php>

Wild Apricot Blog: Creating a Social Media Policy for Your Non-Profit

<http://www.wildapricot.com/blogs/newsblog/archive/2009/01/08/creating-a-social-media-policy-for-your-nonprofit.aspx>

Social Media Policies and Guidelines: a Communications Network blog post with links to blogging policies from the Blog Council, IBM, Cisco, HP and Intel:

http://comeonin.typepad.com/come_on_in_the_waters_fin/2009/01/social-media-policies-and-guidelines.html

10 Must-Haves for Social Media Policies: Mashable

<http://mashable.com/2009/06/02/social-media-policy-musts/>

Statistics Resources

Pew Internet and American Life statistics: My first stop for data on Internet usage in the U.S.

<http://www.pewinternet.org/Data-Tools.aspx>

Jeremiah Owyang's collection of social media statistics:

<http://www.web-strategist.com/blog/2009/01/11/a-collection-of-soical-network-stats-for-2009/>

Google Analytics

<http://www.google.com/analytics/>

Compete.com – compare your traffic (roughly) to others (roughly)

<http://www.compete.com>

Alexa – compare your traffic (roughly) to others (roughly)

<http://www.alexa.com>

Sites for Listening

Just pick a few

•<http://blogsearch.google.com>

- <http://search.twitter.com>
- <http://www.ask.com/?tool=bls>
- <http://technorati.com>
- Nielsen blogpulse (www.blogpulse.com)
- <http://addictomatic.com/>
- Google maps (<http://maps.google.com>)
- Yelp (<http://yelp.com>)
- <http://socialmention.com>

General Resources

Smart Chart for communications planning

<http://www.smartchart.org/>

Are We There Yet? A Guide for Evaluating Nonprofit Communications

<http://www.comnetwork.org/resources/research.html>

Types of Blogs (from Museum2.0 and Beth's Blog)

My blog is for...

People to know what's going on at my museum.	People to learn more about the content* at my museum. * Which content do you want to feature? All of it. Specific topics. All of it.	People to understand how staff at my museum think.	People to see that we are up to date with new technologies.
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And the website isn't enough because?

It isn't easy to update for non-IT folks.	We can't afford a specialized site for every new exhibit.	It isn't easy to update for non-IT folks.	It isn't accessible for thoughts from visitors.	It's our professional face, this will be more personal.	It's not 2.0 enough!
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Who will write for the blog?

Media/marketing staff	Outside experts	Curators and educators.	Visitors and staff	Executives A variety of staff	Monkeys. With typewriters.
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What is the voice of the blog? Authoritative, objective, editorial?

These are announcements. They should be enticing, yet factual.	People trust the museum to present factual content, with some analysis by experts.	We want to promote a diversity of voices and an environment of discourse, not experts lecturing.	Subjective analysis and expression humanizes the museum in the eyes of our readers.	Whatever. It's okay to be inconsistent as long as content keeps getting posted.
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How often will you post to the blog?

Whenever new events are coming.	We will come up with a strategy for the run of the exhibit.	Multiple short posts per day.	Semi-regularly.	A zillion posts the first week, then months of nothing.
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Uh-oh! Something controversial is happening! How does your blog react?

Spin it to benefit the museum.	If it's not about the content, it doesn't belong in the blog.	Unleash the comments... let the rants begin!	Honest impressions and reports.	What do you mean—relate the blog to things that matter?
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What color are most of your responses? Then you need a...

Institutional Information Blog (Approach #1)	Aggregate Content Blog (Approach #2)	Community Content Blog (Approach #2a)	Specialized Content Blog (Approach #3)	Personal Voice Blog (Approach #4)	Whack on the head. You're not ready for a blog.
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Social Media News Release from Shift Communications



SOCIAL MEDIA NEWS RELEASE TEMPLATE, VERSION 1.5

CONTACT INFORMATION:	Client Contact Phone #/skype Email Blog Website	Spokesperson Phone #/skype Email Blog	Agency Contact Phone #/skype Email
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PHOTO

e.g., product picture, executive headshot, etc

NEWS RELEASE HEADLINE

Subhead

CORE NEWS FACTS

• Bullet-points or narrative

MODERATED COMMENTS

Offer RSS and email update options

LINK & RSS FEED TO PURPOSE-BUILT DELICIOUS PAGE

The delicious page offers hyperlinks (and annotation in "Notes" field) to relevant content sources, providing context and on-going updates.


PRE-APPROVED QUOTES FROM CORPORATE EXECUTIVES, ANALYSTS, CUSTOMERS AND/OR PARTNERS

Recommendation: up to 2 quotes per contact. Be prepared to offer additional quotes to content publishers who desire exclusive info.


"3 LINKS THAT MATTER" (OPTIONAL)

Provide more info without overwhelming the reader. Links should highlight relevant data that add context to the news (e.g., blog posts, white papers). A URL "snipping" service like TinyURL is recommended.


BOILERPLATE STATEMENTS




RSS Feed to Corporate News Releases




"SHARE THIS"
Universal bookmark widget



TECHNORATI TAGS



OPML Feed to Corporate Blogs



"SPHERE IT"
Context related web search

TRACKBACKS/ BLOGS THAT LINK TO THIS NEWS

Type your comment here...

AIR FORCE BLOG ASSESSMENT

AIR FORCE PUBLIC AFFAIRS AGENCY - EMERGING TECHNOLOGY DIVISION

ASSESSMENT

BLOG POSTING
Has someone discovered a blog post about your organization?
Is it a positive posting?

YES

NO

CONTACT INFORMATION
USAF Public Affairs Agency
901 North Stuart Street, Suite 605
Ballston, VA 22203
Tel: 703-696-1158
E-mail: David.Faggard@pentagon.af.mil
Blog: www.airforcelive.blogspot.com

EVALUATE

CONCURRENCE
A factual and well cited response, which may agree or disagree with the post, yet is not negative.
You can concur with the post, let stand or provide a positive review.
Do you want to respond?

NO

YES

LET POST STAND
Let the blog post stand -- no response.

"TROLLS"
Is this a site dedicated to bashing and degrading others?

NO

YES

MONITOR ONLY
Avoid responding to specific posts, monitor the site for relevant information and comments.

"RAGER"
Is the posting a rant, rage, joke, ridicule or satirical in nature?

NO

YES

FIX THE FACTS
Respond with factual information directly on comment board.
(See 5 Blog Response Considerations below).

"MISGUIDED"
Are there erroneous facts in the posting?

NO

YES

RESTORATION
Rectify the situation, respond and act upon a reasonable solution.
(See 5 Blog Response Considerations below).

"UNHAPPY CUSTOMER"
Is the posting a result of a negative experience from one of our Stakeholders?

NO

YES

RESPOND

SHARE SUCCESS
Proactively share your story and your mission with the blog.
(See 5 Blog Response Considerations below).

YES

FINAL EVALUATION
Base response on present circumstances, site influence and stakeholders prominence.
Will you respond?

YES

BLOG RESPONSE CONSIDERATIONS

<p>TRANSPARENCY Disclose your Air Force connection.</p>	<p>SOURCING Cite your sources by including hyperlinks, video, images or other references.</p>	<p>TIMELINESS Take time to create good responses, from a few hours to a day.</p>	<p>STONE Respond in a tone that reflects highly on the rich history of the Air Force.</p>	<p>INFLUENCE Focus on the most influential blogs related to the Air Force.</p>
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