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 Blog Write 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

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

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

Beth Kanter on 4/2010 Facebook Changes for Nonprofits

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:

How Facebook’s Open Strategy Shifts The Roadmap for Corporate Marketing and Support

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  

Andrew Cohen interviews Heather Mansfield about MySpace  
[http://www.slideshare.net/forumone/heather-mansfield-292607](http://www.slideshare.net/forumone/heather-mansfield-292607)

**Policy and Guidance Resources**

Online database of social media policies  

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

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

10 Must-Haves for Social Media Policies: Mashable  

**Statistics Resources**

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

Jeremiah Owyang’s collection of social media statistics:  

Google Analytics  
[http://www.google.com/analytics/](http://www.google.com/analytics/)

Compete.com – compare your traffic (roughly) to others (roughly)  
[http://www.compete.com](http://www.compete.com)

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

**Sites for Listening**

Just pick a few

- [http://blogsearch.google.com](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)
Social Media News Release from Shift Communications