

# Social Media Glossary & Resources

## Stay Connected

- **Linked In:** <http://www.linkedin.com>  
Professional social network.
- **Facebook:** <http://www.facebook.com>  
Share links, photos, news and get involved with advocacy campaigns.
- **Twitter:** <http://twitter.com>  
Communicate what you're doing in 140 characters or less.
- **Ning:** <http://www.ning.com>  
Create social websites around common interests (can be made private).  
\*Community Media Workshop: <http://nonprofitcommunicators.ning.com>
- **MySpace:** <http://www.myspace.com>  
Share photos, journals (younger, more social audience).
- **Friendster:** <http://www.friendster.com>  
Global social network (more focused on building friendships).
- **Care2:** <http://www.care2.com>  
Community for organizations and individuals interested in environmental, human rights and animal welfare issues. Supports online fundraising and petitions.
- **Change.org:** <http://www.change.org>  
Central platform for nonprofits interested in social change; donations processed through Network for Good.  
\*More websites where you can make a difference:  
<http://nonprofit.about.com/od/fordonors/tp/Websites-for-Good.htm>
- **Yelp:** <http://www.yelp.com>  
User generated reviews of businesses, organizations and activities.
- **Skype:** <http://skype.com>  
Make calls from your computer (free to other Skype users).
- **Wiki:** Numerous services  
Collaborative tool allows users to post, edit and share information.  
\*How to start a wiki: <http://www.wikihow.com/Start-a-Wiki>

## Stay Informed

Track news, blogs and information related to your field. These free services will help you build your own portal:

- **iGoogle:** <http://www.google.com/ig>
- **My Yahoo:** <http://my.yahoo.com>
- **Pageflakes:** <http://www.pageflakes.com>
- **Netvibes:** <http://www.netvibes.com>

## Share & Recommend

- **Delicious:** <http://www.delicious.com>  
Bookmark, tag and share media (organize your online reading).
- **StumbleUpon:** <http://www.stumbleupon.com>  
Discover and share articles and websites; get recommendations from other members.
- **Digg:** <http://digg.com>  
Discover and share stories and video; user-based rating system.
- **Newsvine:** <http://www.newsvine.com>  
Collection of news stories contributed and created by users.

## Listening/Tracking

For more information, read Beth Kanter's post on listening literacy skills: <http://tinyurl.com/abqodg>  
This post covers comment tracking and engaging in online discussions: <http://tinyurl.com/afx4rc>

- **We Are Media:** <http://www.wearemedia.org/Tactical+Track+Module+1>  
Explains why and how to track what is being said about you and the issues you care about.
- **Google Alerts:** <http://www.google.com/alerts>  
Monitors Google results from news, web, blogs, etc. Results delivered via email or RSS.
- **Social Mention:** <http://www.socialmention.com>  
Searches social media sources, and promises to do so in real time.
- **Who's Talkin?:** <http://www.whostalkin.com>  
Searches various social media.
- **Backtype:** <http://www.backtype.com>  
Find and follow comments.
- **Backtype Connect:** <http://www.backtype.com/connect>  
Track conversations and find who's linking to specific blog posts or articles.
- **BoardTracker:** <http://boardtracker.com>  
Search discussion boards.
- **Twitter Search:** <http://search.twitter.com>  
Search tweets (Twitter posts).
- **Monitter:** <http://monitter.com>  
Search Twitter in real time, using key words and locations
- **Social Media Firehose:** [http://pipes.yahoo.com/update\\_maker/social\\_media\\_fire\\_hose](http://pipes.yahoo.com/update_maker/social_media_fire_hose)  
Tracks multiple terms and delivers information via RSS.
- **EveryBlock:** <http://chicago.everyblock.com>  
Track news in your community.
- **Site Statistics**
  - **AWStats:** <http://awstats.org>  
Analyzes server logs (must be installed on your server).
  - **Google Analytics:** <http://www.google.com/analytics>  
Tracks visitors using javascript code.

## Visual Media

- **YouTube:** <http://www.youtube.com>  
Create and share videos (build your own channel).  
\*Specific tips for nonprofits: <http://www.youtube.com/nonprofits>
- **Vimeo:** <http://vimeo.com>  
Upload, store and share videos
- **Hulu:** <http://www.hulu.com>  
Find TV shows and movies to watch and share.
- **Multiply:** <http://www.multiply.com>  
Create and share photos and video (billed as more secure and family friendly).
- **Flickr:** <http://flickr.com>  
Upload, tag and share photos.  
\*Primer for nonprofits: <http://bethkanter.wikispaces.com/flickr>  
\*Search for photos that can be used under a creative commons license:  
<http://www.flickr.com/creativecommons>

## Blogging Resources

- **Technorati:** <http://www.technorati.com>  
Tracks blogosphere discussions and serves as a blog search engine; claim your site here and track incoming links (another listening tool).
- **FeedBurner:** <http://www.feedburner.com>  
Useful for publicizing and distributing blog content via email subscriptions.
- **Feed Informer:** <http://feed.informer.com>  
Use to combine RSS feeds from multiple sources and create a single "feed digest" for your site.
- **Widgets:** Numerous services enable you to add blog headlines and gadgets to your site.  
\*Examples: Spring Widgets: <http://springwidgets.com> [and] WidgetBox: <http://www.widgetbox.com>
- **AllTop:** <http://alltop.com>  
Collects articles and blog posts from top sites and organizes them by topic.
- **Electronic Frontier Foundation Bloggers' FAQ:** <http://w2.eff.org/bloggers/lg/faq-ip.php>  
This article addresses copyright issues and includes discussion of fair use and creative commons licensing

## How To ...

- **How to Build a Successful News Blog:** <http://is.gd/p0ZP-> (abbreviated URL)  
<http://www.doshdosh.com/content-sources-you-can-use-for-a-successful-news-blog>  
Features 10 recommended information sources and general tips.
- **How to Boost Your Social Media Productivity:** <http://is.gd/IBQR->  
<http://www.interactiveinsightsgroup.com/blog1/how-to-be-more-productive-with-social-media>  
A comprehensive list of articles, tips and tools to help you be more productive and efficient when using social media.
- **How to Manage Multiple Social Media Profiles:** <http://is.gd/mi2q->  
<http://mashable.com/2009/03/07/manage-multiple-profiles>  
A brief overview with links to free tools.

- **How to Delete Accounts From Any Website:** <http://is.gd/mwCY-http://www.pcmag.com/article2/0,2817,2342599,00.asp>  
Because this information is all too hard to find ...
- **How to Get Found on Search Engines:** [http://is.gd/p1g6-http://www.idealware.org/articles/found\\_on\\_search\\_engines.php](http://is.gd/p1g6-http://www.idealware.org/articles/found_on_search_engines.php)  
More geared toward nonprofits, but many of these tips are universal.
- **Bonus: Megalists, Resources & How-To's:** <http://mashable.com/category/megalist>  
Compendium of resources for blog development, online organization, web design, Facebook, you name it. Just keep an eye on the date last updated.

## Blogs For & About Nonprofits

- **Beth's Blog:** <http://beth.typepad.com>  
A blog about nonprofit technology, educational technology and information design, written by social media guru Beth Kanter.
- **Nonprofit Communicator Blog:** <http://communitymediaworkshop.org/npcommunicator>  
Community Media Workshop's blog covers nonprofits and social media, as well as useful tools and workshops in the Chicago area.
- **Getting Attention:** <http://www.gettingattention.org>  
Consultant Nancy Schwartz's blog on helping nonprofits succeed through effective marketing.
- **Wild Apricot:** <http://www.wildapricot.com/blogs/newsblog/default.aspx>  
Sponsored by Wild Apricot membership software, this blog discusses issues and trends in web technologies. The goal: to help organizations do more with less.
- **Kivi's Nonprofit Communications Blog:** <http://www.nonprofitmarketingguide.com/blog>  
Advice from do-it-yourself nonprofit marketer Kivi Leroux Miller.
- **Frogloop:** <http://www.frogloop.com>  
Care2's blog on nonprofit communications and marketing.
- **Ext 337:** <http://ext337.org>  
Marnie Webb's blog about technology and social change.
- **Nonprofit Blog Exchange:** <http://nonprofitblogexchange.blogspot.com>  
Infrequently updated, but a useful look at nonprofit blogs.

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