

# Social Media Glossary & Resources for Nonprofits

## 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>  
Join or 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 music/art audience).
- **Yelp:** <http://www.yelp.com>  
User generated reviews of businesses, organizations and activities. Great for local information.
- **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>
- **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>

## Share & Recommend News/Websites

- **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 & Monitoring

What to monitor? Mentions about YOU, your organization or business, staff members, important issues, key players, related and competing organizations ... For more information, read Beth Kanter's post on listening literacy skills: <http://tinyurl.com/abqodg>

**Plus:** 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 -- set up an alert twice to monitor through both.
- **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.
- **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.
- **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.
- **BlogPulse:** <http://www.blogpulse.com>  
Nielsen service searches blogs and track trends.
- **Technorati:** <http://technoratimedia.com>  
Blog search engine, also tracks incoming links to blogs.
- **Twitter Search:** <http://search.twitter.com>  
Search tweets (Twitter posts).
- **Monitter:** <http://monitter.com>  
Search Twitter in real time, using key words and locations.
- **Filtrbox:** <http://www.filtrbox.com>  
*Paid* social monitoring tool.
- **EveryBlock:** <http://chicago.everyblock.com>  
Track news in your community just by entering your address.

## Don't forget site statistics:

- **Google Analytics:** <http://www.google.com/analytics>  
Tracks visitors using javascript code.
- **AWStats:** <http://awstats.org>  
Analyzes server logs (must be installed on your server).

## 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.
- **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

## 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.
- **Nonprofit Tech 2.0:** <http://nonprofitorgs.wordpress.com>  
Created by another social media guru, Heather Mansfield (Bio) of DIOSA Communications -- <http://www.diosacomunications.com/nonprofit.htm> -- visit for more information on best practices for nonprofits using Facebook, Twitter and other social media.