

To Tweet or Not to Tweet? Using Social Media Effectively

May 2010



What We'll Cover

- Introductions
- Twitter
- Facebook
- Blogs
- Using Social Media Effectively



Introductions

How are you using social media?
Have you decided not to? Or are there things preventing you from moving forward?



Twitter



An Organization Has a Profile



i idealware

And thanks much to [@peterscampbell](#) for taking on fearless leadership of the Idealware blog!

about 1 hours ago from TweetDeck

RT [@peterscampbell](#): A twitter welcome to [@askdebra](#) [@hanabel](#) + [@mbaizman](#), all joining the [@idealware](#) blog. More news to come!

about 1 hours ago from TweetDeck

RT [@hgm](#): Idealware post on Sprout Builder shut down - please add your ideas and help others: <http://bit.ly/c4sG6L>

about 1 hours ago from TweetDeck

RT [@peterscampbell](#): Posted my thoughts on Google Buzz and why it will be useful to NPOs at [@dealware](#) : <http://bit.ly/9yHA7m> #fb

10:52 AM Feb 12th from TweetDeck

[@tet3](#) Sorry, we should have included the link. It's here: <http://bit.ly/9jZaFw> I'm told it's Drupal 5 only.

3:19 PM Feb 11th from TweetDeck in reply to tet3

Name idealware
Location Portland, ME
Web <http://www.idealw...>
Bio Laura Quinn, Executive Director

1,285 following **1,084** followers **70** listed

Tweets 409

Favorites

Following



View all...

 RSS feed of idealware's tweets

People can
“follow” your
tweets.

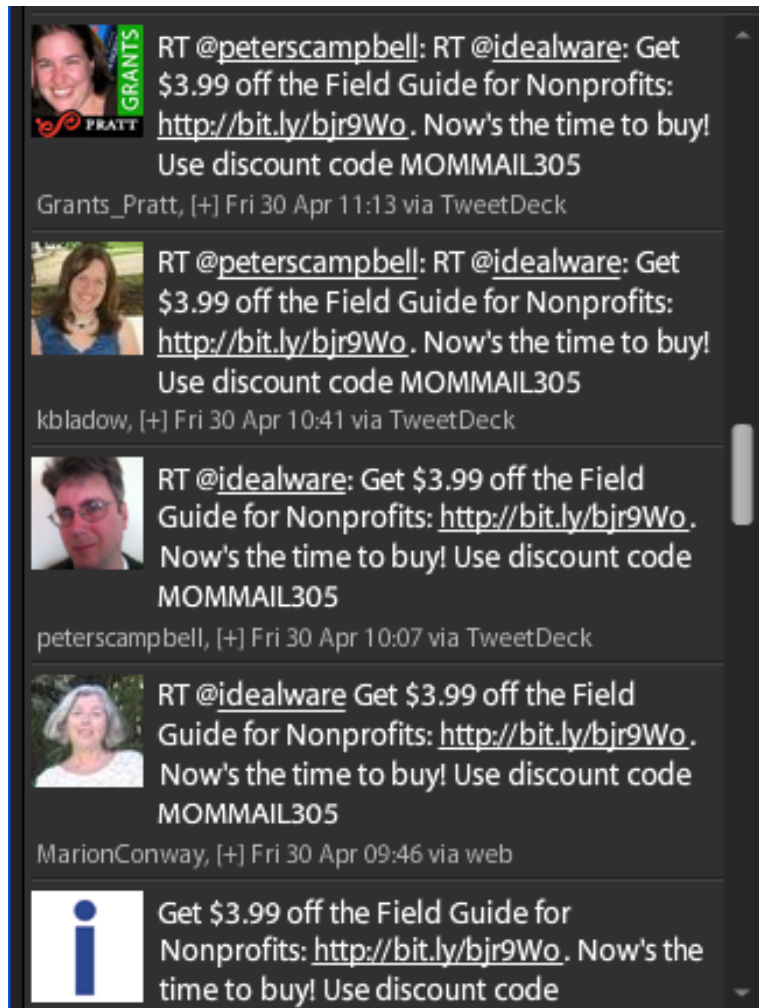
Twitter is
widely used by
tech and
media savvy
folks



You Can Post From Almost Anywhere



People Can “Re-Tweet”




Re-tweets can spread interesting information very quickly




“Hash Tags” Can Help to Find and Distribute


Search: #npotech

 RT @charisevanliew: RT @TechSoup: Cool Job Alert @extraordinaries is hiring an online community manager! #npotech <http://bit.ly/95QDnE>


● jackomo, [+] Mon 03 May 08:46 via TweetDeck

 RT @EthosRoundtable: Join us on May 18th in Boston— Laura Quinn will be the featured guest at Ethos Roundtable <http://ow.ly/1FJRe> #npotech


● idealware, [+] Mon 03 May 08:23 via TweetDeck

 NonProfit Tip: Use creative, specific, engaging Subject's in eNewsletters instead of "May Issue" for better open rates. #npotech

● christuttle, [+] Mon 03 May 07:36 via web

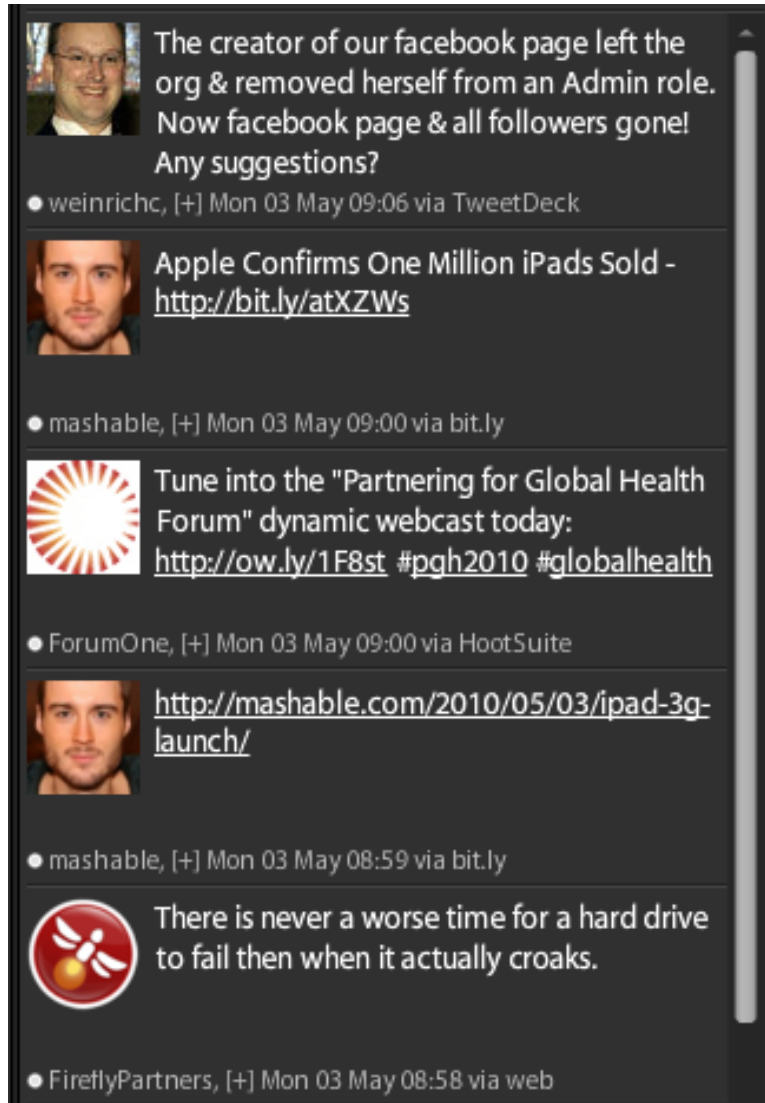
 News: Twitter Is The Social Media Platform Of Choice For Fortune Global 500 Companies: Burson-Marsteller re... <http://bit.ly/92ul0T> #npotech

● aerlic, [+] Mon 03 May 06:57 via twitterfeed




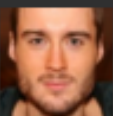

 #Webinars: The Good, Bad, & The Ugly <http://eepurl.com/uSMF> ESbyFS.com. #marketing #ecetech #edtech #npo



It's a Great Way to Monitor Conversations



The screenshot displays a vertical list of five tweets on a dark background. Each tweet includes a profile picture, the text of the tweet, and the source information. The tweets are as follows:

-  The creator of our facebook page left the org & removed herself from an Admin role. Now facebook page & all followers gone! Any suggestions?
• weinrichc, [+] Mon 03 May 09:06 via TweetDeck
-  Apple Confirms One Million iPads Sold - <http://bit.ly/atXZWs>
• mashable, [+] Mon 03 May 09:00 via bit.ly
-  Tune into the "Partnering for Global Health Forum" dynamic webcast today: <http://ow.ly/1F8st> #pgh2010 #globalhealth
• ForumOne, [+] Mon 03 May 09:00 via HootSuite
-  <http://mashable.com/2010/05/03/ipad-3g-launch/>
• mashable, [+] Mon 03 May 08:59 via bit.ly
-  There is never a worse time for a hard drive to fail then when it actually croaks.
• FireflyPartners, [+] Mon 03 May 08:58 via web



How Can You Use Twitter?



Facebook

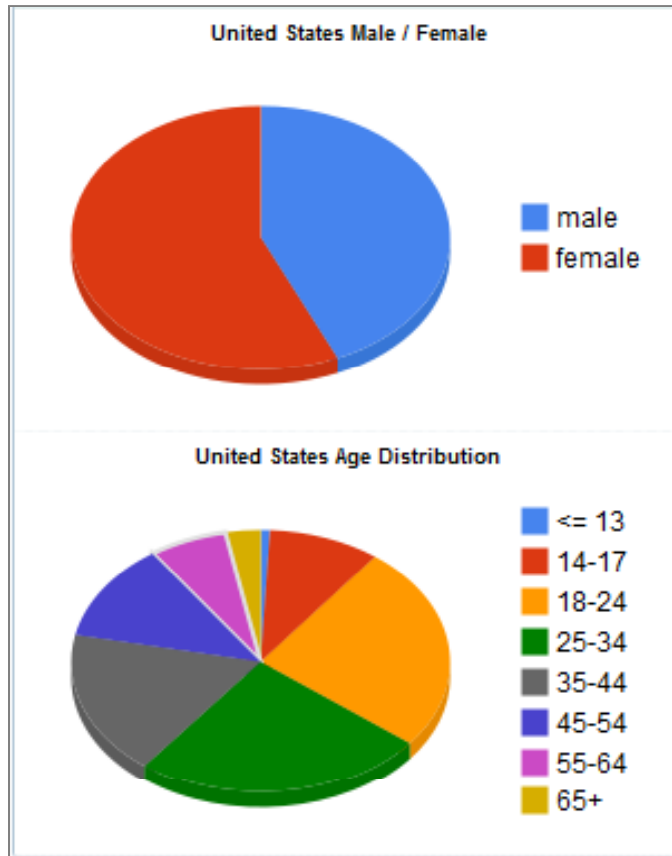


What is Facebook?

The image shows a screenshot of a Facebook profile page for Kaitlin LaCasse. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', and user options 'Kaitlin LaCasse', 'Settings', and 'Logout'. The profile header features a profile picture of Kaitlin in a green hoodie, her name 'Kaitlin LaCasse', and tabs for 'Wall', 'Info', 'Photos', 'Boxes', and '+'. Below the header is a text input field with the placeholder 'What's on your mind?' and a 'Share' button. The 'RECENT ACTIVITY' section lists several events: Kaitlin commented on Erin Malone's status; Kaitlin and Billy Brown became friends; Kaitlin became a fan of Digital Arts Service Corps; Kaitlin and Kati Stacey became friends; and Kaitlin and Cheri Waterman became friends. A post from Bob Folsom is visible, mentioning Kaitlin and asking about a softball player. The 'Information' section on the left lists her location as Boston, MA, her relationship status as 'In a Relationship with Ryan Crowell', and her birthday as July 22, 1983. The 'Friends' section at the bottom shows a list of friends with profile pictures.



Who's Using It?



- More than 350 million active users worldwide
- Facebook is the most used social network worldwide
- More females than males
- Largest audience is ages 18-34
- Facebook use continues to grow rapidly across all demographics

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

US Data for 11/3/2009



The Telling Room's Profile

facebook 5 9 Search

Telling Room [Add as Friend](#)

Wall Info Photos My Flickr Events

Filters

RECENT ACTIVITY

- Telling and Arthur Fink are now friends.
- Telling and Sly Chi are now friends. [Add as Friend](#)
- 2 more similar stories

Telling Room Don't forget to vote today! <http://www.refresheverything.com/thetellingroom>

 **Launch an afterschool literary arts program for teens in Portland, ME. | Pepsi Refresh Everything**
www.refresheverything.com
Vote for the most refreshing ideas to win Pepsi Refresh Project grants for Arts and Culture

Yesterday at 7:24am · Share

Carina Foley likes this.

Telling Room Help us change the lives of Portland youth! Vote for us today and everyday at <http://www.refresheverything.com/thetellingroom>

Sat at 6:52pm

3 people like this.

- Marcia Salem** It worked, I voted and will vote often...
Sat at 7:24pm
- Cindi Stevenson** voted.
Sat at 7:38pm

RECENT ACTIVITY

- Telling likes Pepsi - Refresh Everything. · Like


Send Telling a Message
Poke Telling

...the place where stories grow...

Mutual Friends
3 friends in common [See All](#)

-  Arthur Fink
-  Amy Stacey Curtis
-  Alan D. Brewer

Friends
534 friends [See All](#)

-  Linda Cain
-  Don Elliot
-  Willa Cobb



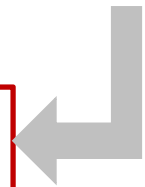
Encouraging Discussion

The Telling Room has 151 "fans"



The screenshot shows the Facebook page for 'The Telling Room'. The page header includes the Facebook logo and navigation links: Home, Profile, Friends, Inbox. The user's name 'Kaitlin LaCasse' and links for Settings and Logout are visible in the top right. The page title is 'The Telling Room' with a 'Become a Fan' button. Below the title are tabs for Wall, Info, Photos, and Video. A section titled 'The Telling Room Just Fans' is visible. The main content area features a post from 'The Telling Room' dated July 24 at 2:56pm. The post asks for captions for a photo of a young writer at a camp. Below the photo, it says 'Jacqui Chait likes this.' Another post from 'The Telling Room' dated July 22 at 3:46pm is highlighted with a red box. This post asks for a 6-Word Memoir and includes a list of fans: Aaron Vanasse, Benjamin Slagle, and Amy Mikesell Bradstreet. A 'View all 4 comments' link is also present. The 'Fans' section on the left shows '6 of 151 fans' and a 'See All' link.

These fans are actively engaging with the page



Providing Basic Information

The screenshot shows the Facebook profile for 'Telling Room'. The profile picture is a red circle with a white stylized 't' and 'r' logo. The cover photo is a blue banner with three cans of Pepsi. The profile has 534 friends and 3 mutual friends. Recent activity includes posts about voting for a program and a post from Carina Foley.

facebook 5 9 Search

Telling Room [Add as Friend](#)

Wall Info Photos My Flickr Events

Filters

RECENT ACTIVITY

- Telling and Arthur Fink are now friends.
- Telling and Sly Chi are now friends. [Add as Friend](#)
- 2 more similar stories

Send Telling a Message
Poke Telling

...the place where stories grow...

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534 friends [See All](#)

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Sat at 6:52pm

3 people like this.

- Marcia Salem** It worked, I voted and will vote often...
Sat at 7:24pm
- Cindi Stevenson** voted.
Sat at 7:38pm

RECENT ACTIVITY

- Telling likes Pepsi - Refresh Everything. · Like

Photos

The screenshot shows the Facebook interface for the 'Telling Room' profile. At the top, the Facebook logo is on the left, and a search bar is on the right. The profile name 'Telling Room' is displayed with a status 'Awaiting friend confirmation'. Below the name are navigation tabs for 'Wall', 'Info', 'Photos', 'My Flickr', and 'Events'. The 'Photos' tab is selected, showing 'Telling's Albums' with 14 photo albums. A pagination control shows '1 2 3 4 Next'. Five album thumbnails are visible, each with a title and photo count:

Album Title	Photo Count
Aruna Kenyi	4 photos
TR & Compass Project	30 photos
PHS storytelling	121 photos
Dormia	5 photos
Profile Pictures	1 photo



The Network Effect

The image shows a screenshot of a Facebook news feed. The top navigation bar includes 'facebook', 'Home', 'Profile', 'Friends', 'Inbox', the user name 'Kaitlin LaCasse', 'Settings', 'Logout', and a search bar. On the left, a sidebar lists navigation options: 'News Feed', 'Family', 'Pages', 'Status Updates', 'Photos', 'Links', and 'More'. The main feed contains several posts:

- A status update from a user with a green profile picture asking 'What's on your mind?' with an 'Attach' button and a 'Share' button.
- A post by **Jerediah Cabatit** about a Harry Potter Imax premiere in 3D, posted 6 minutes ago.
- A post by **AndrewBecky Foster** showing two photos of children playing in a pool, posted 5 minutes ago.
- A post by **Nate James Bae Kupel** wanting to buy a Jenga set, posted 7 minutes ago, with 2 likes and a comment box.
- A post by **Sarah Nash** about a hoola-hoop contest, posted 2 minutes ago.

On the right side, there are three sections:

- Suggestions:** A red box highlights a suggestion for 'The Telling Room', which has 6 fans and a 'Become a Fan' button.
- Sponsored:** A video advertisement for 'A Perfect Getaway - 8/7' featuring Milla Jovovich and Steve Zahn, with a 'Become a Fan' button.
- Highlights:** A list of featured content including 'JK Wedding Entrance Dance' by Laura Kirklin, 'Wall Photos' by Allison Libby, 'Phallie?' with Matt Lambert tagged, and 'MAINE 2009'.



Anatomy Cont'd: Events

facebook

Telling Room Awaiting friend confirmation

Wall
Info
Photos
My Flickr
Events

Ongoing until Monday, May 31

Vote for The Telling Room

Type: Causes - Fundraise

Where: <http://www.refresh.org>

When: Saturday, May 1 a
Monday, May 31 a

Thursday, May 6

Live/Work Portland Website

Type: Party - Benefit

Where: Portland Museum of Art

When: Thursday, May 6 f

Your RSVP: Awaiting Reply (ed

Tuesday, May 11

A Celebration of Telling Room

Where: Portland Public Libr

When: Tuesday, May 11 f

Show Past Events... ▾

➔

31

A Celebration of Telling Room Food Stories

Type: Party -

Date: Tuesday, May 11, 2010

Time: 7:00pm - 9:00pm

Location: Portland Public Library

Description

Come join The Telling Room in honoring and celebrating all of our young authors, artists, and creators who have worked with us this year. Check out our newest anthology, "Can I Call You Cheesecake?" view photographs, comics, and art from young artists of all ages and nationalities, and hang out with The Telling Room community for an evening you won't want to miss!

Confirmed Guests

This event has 69 confirmed guests See All

Marcia Salem

Heather Davis

Stacy Normand

Shaun Carland

Sarah Simpson Martin

Kai McGintee

Marcie Parker

Catherine Meehan Siegel

Wall

See All Photos | See All Videos | See All Links

Susan Conley hoping to make this!

6 minutes ago · Comment · Like · Report

Please join us for The Telling Room's 5th anniversary!

AT THE TABLE

A community event honoring the talents of our new anthology, "Can I Call You Cheesecake?" 23 Stories and Poems about Food and Telling photographs, comics, live performances, live song publications by Telling Room artists and local artists.

Thursday, May 11th, 7:00pm
Portland Public Library
\$10 suggested donation
Reservations free

Share +

Export

Your RSVP

Attending

Maybe Attending

Not Attending

Other Information

Guests are allowed to bring friends to this event.

Other Invites

Maybe Attending (69) See All

Biljana Cuparic Nedeljkovic

Molly Kathleen Ramirez

Doug Bruns

Not Attending (133) See All

Anatomy Cont'd: Causes



Work Vessels For Veterans

Work Vessels for Veterans is an all volunteer movement assisting returning veterans begin their civilian careers or educational pursuits by acquiring and distributing the necessary start-up tools. [Learn More](#)

MEMBERS

606

[Join Cause](#)

DONATED

\$423

[Donate](#)

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[Members](#)

[Impact](#)

Cause Bulletin

[Subscribe via Email](#)



A RECENT LETTER OF THANKS

Posted by Ted Knapp on Sep 16

My name is Mario Cruz and I am a returning OIF combat veteran. I was in the Army for four years. Two of them I served in Darmstadt, Germany under the 92nd MP Company, 709th MP Battalion, 18th MP Brigade. I was deployed to Iraq for 9 months serving under the 101st Airborne Air Assault Division Fort Campbell, KY. Upon return I finish my duties in Fort Campbell, KY.

During the war it was very difficult mentally and physically. There are many reasons why I say this, but only people who have been to war and... [Read More](#)

Support the cause. Be counted:

[I Read This](#)

[Add a Comment](#)

FUNDRAISING

[Donate](#)

Recent Cause Activity

Show your support: [Join the Cause](#)



Patrick G. Meglio 32 minutes ago

Donated **\$49** to Ted Knapp's Birthday Wish.



Mark Nelson Preston about 2 hours ago

Donated **\$100** to Ted Knapp's Birthday Wish.



Margie McLees 1 day ago

Donated **\$25** to Ted Knapp's Birthday Wish.



Maureen Lavelle-Spezzacatena 1 day ago

Donated **\$49** to Ted Knapp's Birthday Wish.



Shannon McGrath Colucci 7 months ago

Top News - Past 7 Days

[See All](#)



1. **'Feelin' Alright'** - [FOXNews.com](#)



2. **Thank You** [www.WorkVesselsforYets.com](#)

Top Recruiters - All Time

[See All](#)



1. **Ted Knapp** 147 recruits



2. **Claudia Bellina Barbier** 58 recruits



3. **Dave Mason** 26 recruits

Top Fundraisers - All Time

[See All](#)



1. **Ted Knapp** \$233 raised

How Can You Use Facebook?



Blogs



Advancing Your Cause (or Promoting It)

[PAGES](#) [CATEGORIES](#) [ARCHIVES](#)

Charting Maine's Future



Smart Growth Film Screening: (The Other) "Portland: Quest for the Liveable City" March 29

FILED UNDER EVENTS, PLANNING, QUALITY PLACES BY LAURA | 0 COMMENTS

Maine Trust for Public Land and the Maine Association of Planners are hosting a screening of the documentary *Portland: Quest for the Liveable City* this Wednesday evening, followed by a panel discussion (see below for details). Watch the film's trailer here.

GrowSmart staff will be attending the film, and we hope that you'll join us there for an engaging discussion about Portland, Maine's growth.

Event details:

Film and Panel Discussion, *Portland: Quest for the Liveable City*

when: Wednesday, March 31st, 6:00 - 8:00pm

where: One Longfellow Square, Portland

In 1972, Portland, OR passed a radical zoning law creating a 22-square-mile development limit. In the years since, it has prided itself as "the City That Works."

But that success came with plenty of controversy, as those beyond the limit felt robbed of the value of their land.

As Maine continues to grow and greater Portland continues to spread, is it time for us to consider a similar solution? Can Maine "grow smart" and is this the way?



Blogroll

- » CoolTown Studios
- » Downeaster Riders' Blog
- » Free Exchange
- » Future Freeport
- » Keith Schneider
- » Maine Architecture
- » MaineBiz Daily
- » Smart Growth America
- » Smart Growth Around America
- » Terrain.org
- » The Next American City
- » Working In Maine

Maine Politics Blogroll

- » As Maine Goes

Telling Stories From the Field

So No Child Must Wait

A weblog for Interplast volunteer surgical trips and international partner surgeons around the world.



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LINKS



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[Net Squared](#)

[InterAction](#)



PHOTOS

[Interplast Photos](#)

Francinaldo's new ear

Campo Grande, Brazil - Tom Moore, plastic surgeon: Here's a happy Francinaldo after his operation. His new ear is under the bandage. I will be coming back to Campo Grande, Brazil pretty soon, so check back soon for more reports.



[Francinaldo's new ear](#)
Originally uploaded by [interplast](#).

Posted on September 5, 2006 | [Permalink](#) | [Comments \(0\)](#) | [Donate Now!](#)

Second Stage Ear Reconstruction

Campo Grande, Brazil - Tom Moore, plastic surgeon: Third year resident Andre de Brito performing the second stage on Francinaldo. The reconstruction is complete except for the final stage which will be



[Second Stage Ear Reconstruction](#)
Originally uploaded by [interplast](#).

SITE EVALUATION BLOG

[Developing World Site Evaluation](#)

VISITING EDUCATOR WORKSHOP BLOGS

[Anesthesia Conference, Latin America](#)

[Loja, Ecuador Visiting Educator Workshop](#)

[Campo Grande, Brazil Visiting Educator Workshop](#)

[Colombo, Sri Lanka Visiting Educator Workshop](#)

[Lusaka, Zambia Visiting Educator Workshop](#)

SURGICAL TRIP BLOGS

[La Paz, Bolivia Blog 2006](#)

[Chau Doc, Vietnam Blog 2006](#)

[Ganzhou City, China Blog 2006](#)

[Cao Lanh, Vietnam Blog 2006](#)

[Acoques, Ecuador Blog 2006](#)

[My Tho, Vietnam Blog 2006](#)

[Cusco, Peru Blog 2006](#)

[Ingenio San Antonio, Nicaragua Blog, 2006](#)

[Loja, Ecuador Blog 2006](#)

[Dhaka, Bangladesh Blog 2006](#)

[Chengde, China Blog 2006](#)



Providing Perspectives from a Group



Helping Nonprofits Make Smart Software Decisions

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Blogs

The Cloud is Not Safe. Check.

By **Johanna Bates**, April 2010   

Last Monday, my Gmail account was hacked. It wasn't scraped or spoofed. I did not get a computer virus and there was not spyware in my browser. My password was not "password"; it was a random bunch of characters. Some entity broke into my account and used it to send spam messages to every single person in my contacts list. Over 500 outgoing messages were in my sent folder, each containing a single link to a Viagra purveyor.

Of course I immediately Googled my situation. When I Tweeted about it, a friend sent me a [NY Times article about a Google cyberattack](#) that had come out that very same day. The attack is said to have hit Gmail's password system back in December, and it's unclear how much data was compromised. The day after I was attacked, [this very helpful PC World article](#) came out describing exactly what happened to me. I [contacted Google](#) with all the details and my spam message headers. As I expected, I haven't heard a peep back from them.

Professional techies tend to have a decent awareness of how to avoid being hacked or getting a virus. Though I don't use antivirus software, I haven't had a problem with spyware, viruses or spam in years. Part of why I've been so successful is that I moved all of my email to the cloud—via free Google Apps at my org, and I run all my personal email through Gmail. I've grown complacent over time knowing I have the best spam filters in the world. Additionally, when you don't download email onto your computer, it's a lot harder to slip up and get a virus.

Microsoft Office versus the World, Round 14?

By **Steve Backman**, April 2010   

Many folks today have developed a skepticism that Microsoft can innovate or use other than monopoly power to dominate. I have been thinking about this winter while teaching "Applied Technology" in the University of Mass Boston's Labor Studies Program. The course includes introducing a lot of technology very quickly to a fairly diverse group of students. Over the course of the last couple months, I found myself giving mixed messages about choices among Microsoft Office, OpenOffice and Google Docs. And while I see smart use of both Open Office and Google Docs, Microsoft Office remains the preferred choice—even without the steep nonprofit discount.

Idealware.org has covered this topic before, including these articles and posts, and plans to update for Office 2010 soon:

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Recent blog posts

- [The Cloud is Not Safe. Check.](#)
- [Microsoft Office versus the World, Round 14?](#)
- [What's up with the TechSoup Global/GuideStar International Merger?](#)
- [NTC Project Management for OS CMS Follow-up](#)
- [We're Hiring!](#)
- [Using the Cloud as a Career Development Tool](#)
- [Putting The Tech Back In Nonprofit Technology](#)
- [Technology Succession Planning](#)
- [Reflections on the Nonprofit Technology Conference](#)
- [Survey: Help us understand how social media works for your nonprofit!](#)

[more](#)

Contributors

- [Debra Askanase](#) [Debra's Posts](#)
- [Steve Backman](#) [Steve's Posts](#)
- [Marc Baizman](#) [Marc's Posts](#)
- [Johanna Bates](#) [Johanna's Posts](#)



How Can You Use A Blog?

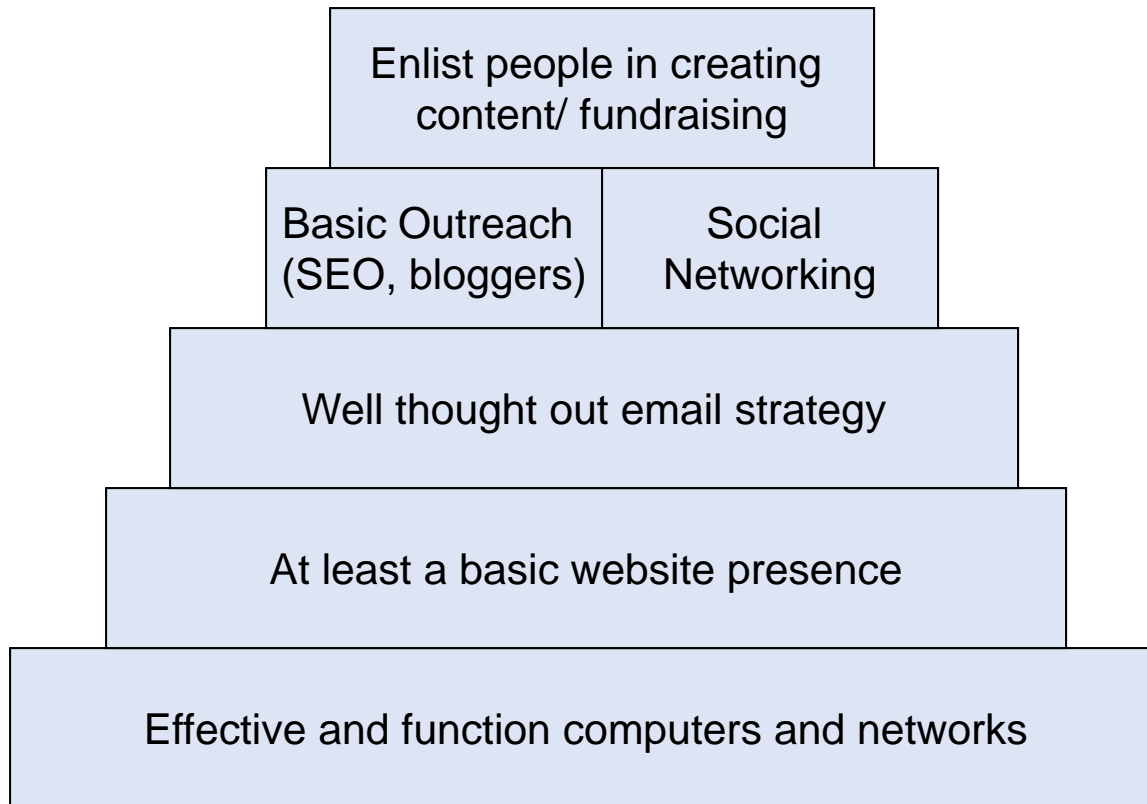


Making the Most of Social Media



Is Your Tech Infrastructure In Order ?

Most social networking tactics have less bang-for-the-buck than core infrastructure like networks, websites, and email



Quality, Care, and Feeding

Social networking sites need an ongoing commitment

The screenshot shows a Facebook page for 'The Telling Room'. The page header includes 'facebook', navigation links (Home, Profile, Friends, Inbox), and user information (Kaitlin LaCasse, Settings, Logout). The page title is 'The Telling Room' with a 'Become a Fan' button. Below the title are tabs for 'Wall', 'Info', 'Photos', and 'Video'. A post from 'The Telling Room' asks for captions for a photo from Young Author's Camp. A larger post from 'The Telling Room' introduces a '6-Word Memoir' challenge, asking users to write a six-word story. Below this post is a list of user responses, each with a profile picture, name, and the text of their 6-word memoir. Red arrows point from the post in the main feed to the larger view of the post.

The Telling Room Ever heard of a 6-Word Memoir? It's your chance to tell your life story in only six words. When given this same prompt, Dave Eggers wrote: "Fifteen years since last professional haircut." Elizabeth Gilbert wrote: "Me see world! Me write stories!" What would your 6-Word Memoir be? Publish it here for the world to read:
July 22 at 3:46pm ·

Judy Reidt Parker likes this.

Jason Wilkins Words and music, all I need.
July 22 at 5:43pm · Report

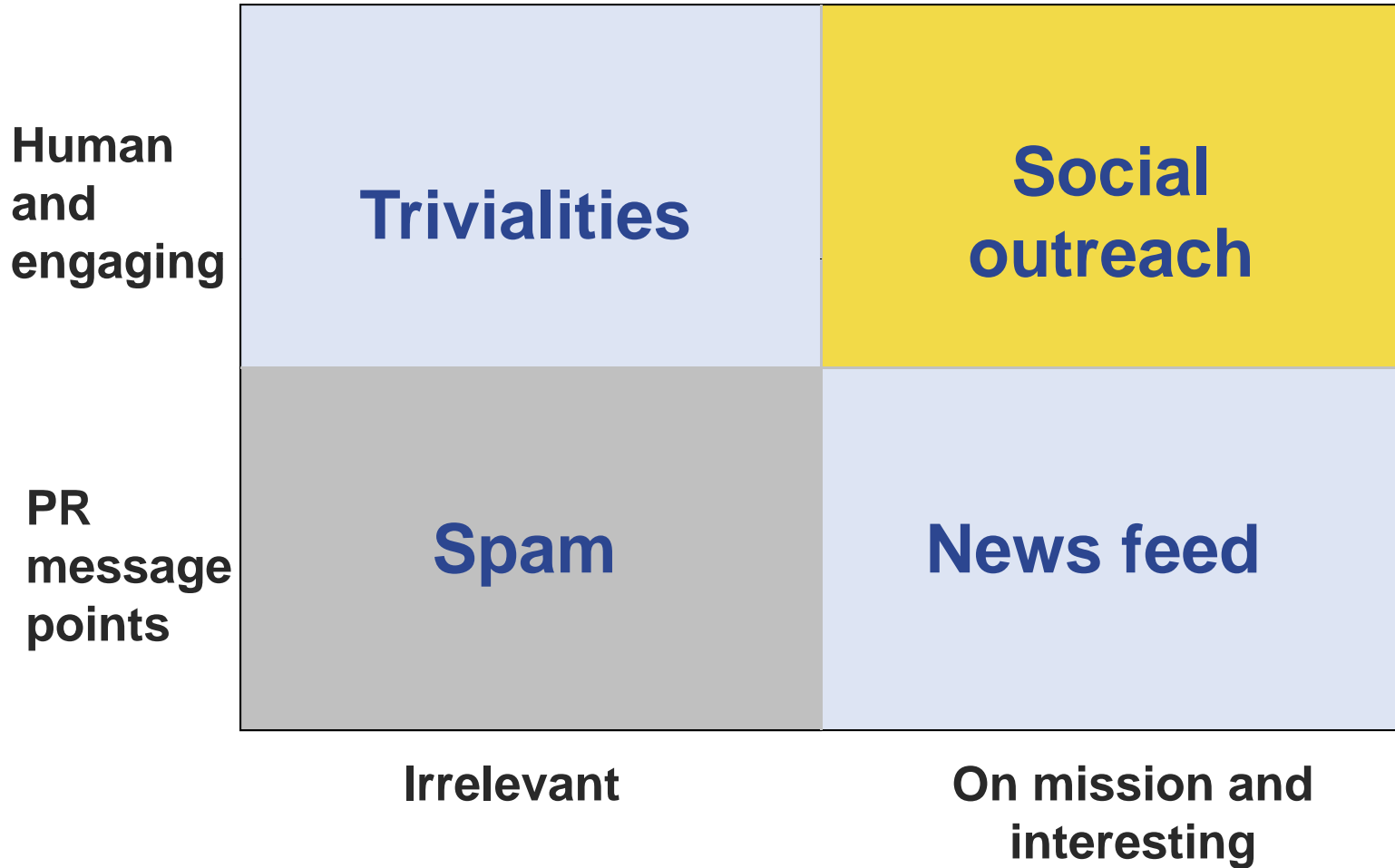
Je Paterak cramming it all in, every day
July 22 at 8:55pm · Report

Laurie Spugnardi Born on time, but awoke late.
July 22 at 9:06pm · Report

Sue Guest got to dance, take a chance
July 23 at 8:56am · Report

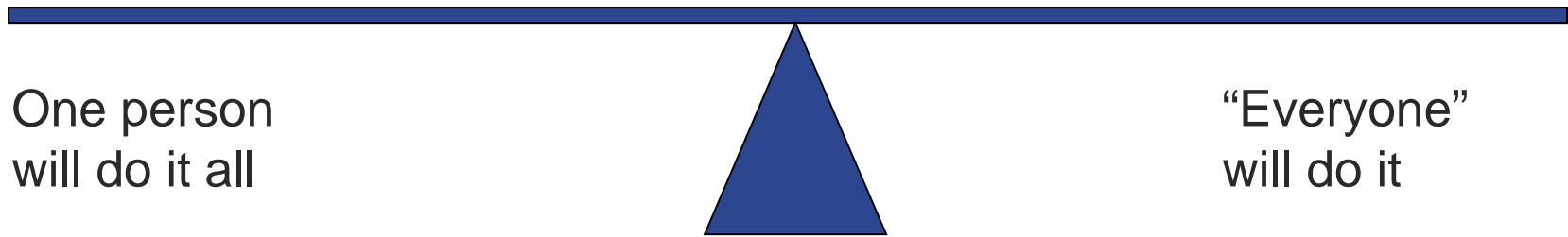


Consider Your Organizational Voice



Who Will Do The Work?

Plan on 2-4 hours/ week for Facebook or Twitter; 4-8 hours+ for a blog



Someone should be in charge, but they likely can't do it alone



What if They Say Bad Things?

Should you limit or moderate discussion within your community?

? Will hurtful comments damage your community?

? Where might people say these things instead?

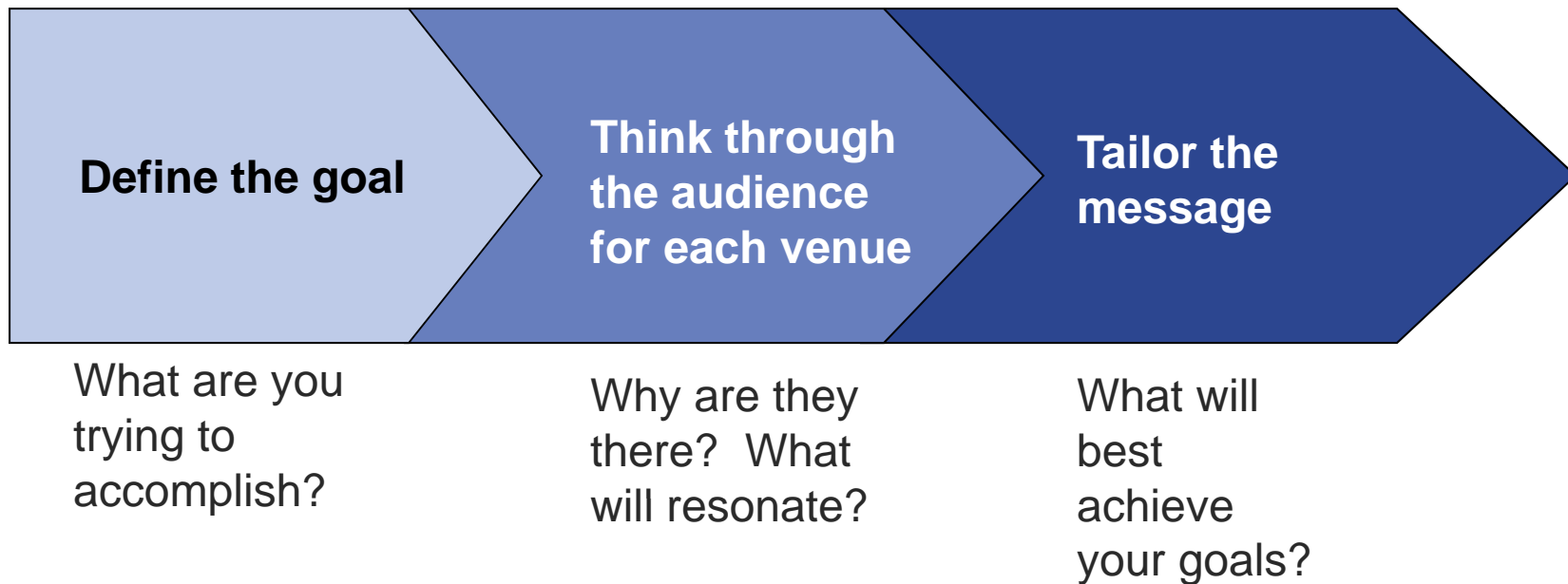
? Will it let you show how responsive you are?

Consider the actual damage that will be done



Coordinating Communications

How can you coordinate across different sites and mediums?



Don't just spam the same message through every medium.



Questions?



Contact Us

Len Bartel

Maine Health Access Foundation

lbartel@mehaf.org

Laura Quinn

Idealware

laura@idealware.org

