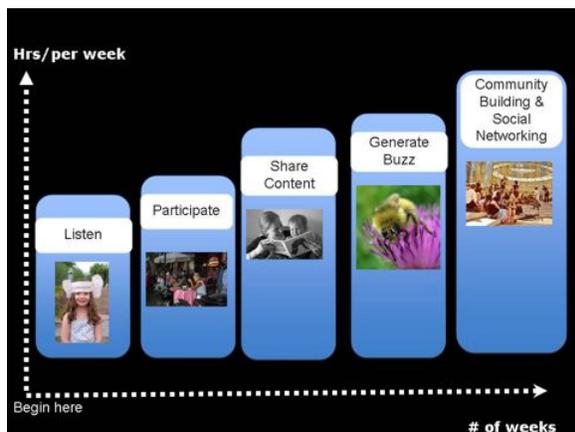
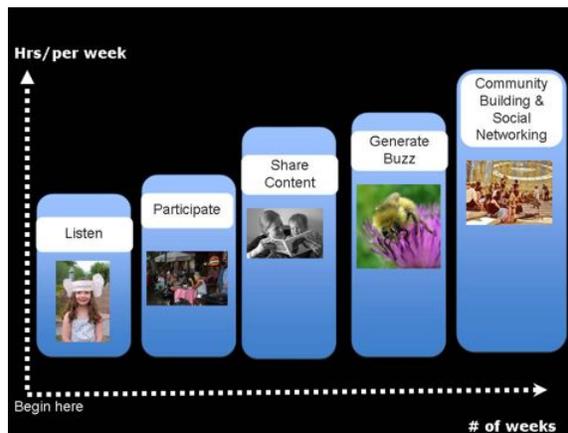


LISTENING



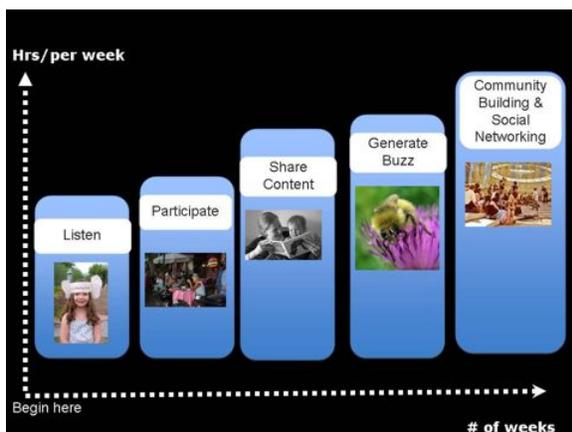
Knowing what is being said online about your organization and the field you work in. You can listen with google alerts, technorati, twitter, and RSS readers. Key skill is pattern analysis. Link listening and analysis to decisions or actions. About 5 hours a week once you learn how to use the tools and make listening a daily habit. (5 hours per week)

PARTICIPATION



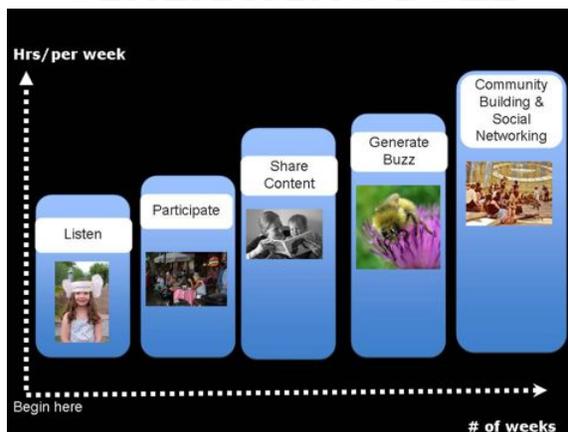
Is joining the conversation with your audience. By making a human connection with people online, you can influence their perception of your brand and help them find meaningful, relevant ways to support your mission. Tools to help you participate are Twitter and Co-Comment. You can also participate vicariously through bloggers by encouraging them to write about your organization. (10 hours per week - also includes listening tasks as they go hand-in-hand)

SHARING YOUR STORY



You share stories with tools through blogging, podcasting, photos or video. Once you have content created through these methods, it can be easily shared using the buzz tools and through social networks. But even better is getting your constituents to share their stories about your organization with others (which takes more time) (10-15 per week depending on the type of content, number of different ways you're creating it, and skill)

GENERATING BUZZ



Your raising your brand awareness. What happens is that you share your message with enthusiastic supporters and they in turn may choose to pass it to others with a similar a interest in your organization or campaign. But first, you have to build trust, credibility and -- most importantly -- a relationship with those who might interact with your posted content. Buzz tools include FriendFeed, Twitter, StumbleUpon, and Digg and many others. (10-15 hours per week - also includes some listening tasks)

