Social Network

Drupal

Customized content management systems (CMS) where your staff can access and edit the website and users can create their own blogs within your main site.

Is there a dev & support budget?

www.drupal.com

4 Points

Collaboration

Basecamp

Commercial online project and content management system for internal use. Helps organize your team, save assets, plan events.

Can you make time to learn a new system to save time?

www.basecamphq.com

2 Points

Communication

Email List

Talk to your key supporters often.

How will you use this and what data or content would you like to combine?

www.mailchimp.com
www.verticalresponse.com
www.campaignmonitor.com

2 Points

Media Content

Podcasting

Create audio-video stories of your projects and campaigns. Let users subscribe in iTunes.

Do you have a small budget for gear? Can your staff produce this content regularly?

www.blubrry.com - wp plugin

2 Points

Communication

Twitter

Web and mobile updates. Hash tag conversations. Share links.

Is your target audience familiar with using this tool?

www.twitter.com

2 Points

Online Broadcast

Other People's Blogs

Find other bloggers passionate about your cause. Ask them to write about you.
Are you willing to do the research and pitch these bloggers?

www.technorati.com

2 Points

Online Broadcast

News & RSS Feeds

Capture other people's content using their RSS Feeds and aggregate (display) them on your website.

How will you choose your feeds?

www.feed.informer.com

2 Points

Communication

Mobile Texting

Instantly text message your audience about urgent updates to their cellphones.

How will you collect and manage cellphone numbers?

www.group2call.com

3 Points

Collaboration

Exploration

Allow your staff to explore and learn more about the social web.

Where will you start?

Google
Mashable.com
Training Programs

1 Point

Social Network

Facebook

Set up an organization page on an existing popular social network to connect with others.

What will you name your page and what will you feature there?

www.facebook.com

3 Points

Collaboration

Wiki

A wiki provides groups with collaborative publishing and work- space. Great for group editing documents or projects.

Confident about collaborating?

www.wikispaces.com

1 Point

Media Content

Flickr

Create or archive photos online to share with others. You can also share find photos of other's you can use under a creative commons license.

Will you create your own or use others? Create a group too!
www.flickr.com

2 Points

Media Content

YouTube

Create or archive videos online to share with others. You can also share other's videos.

What can you post? How will you share your channel with others?

www.youtube.com

2 Points

Communication

Skype

Free or low cost calls over the internet with ability to record and conference.

Will you create audio or video interviews using Skype? Will you connect with others at low cost?

www.skype.com

2 Points

Online Broadcast

Project Blog

Organization uses blog to support projects and events. Can have many authors

How will people know about blog? Will you add share links?

www.wordpress.com

3 Points

Online Broadcast

Personal Blog

Individual in organization writes personal perspective on a topic related to your org's mission.

How will people know about the blog? What links will it include?

www.wordpress.com

2 Points

Social Network

Ning

Create your own niche online social network with ready to use blogs, RSS feeds, forums and more.
Do you have a community on the ground to support an online community?

www.ning.com

4 Points

Collaboration

Social Bookmarks

Help organize your own presence on the web by tagging your own pages or pages related to your mission.

Willing to make an effort to tag and share so others can find you?

www.stmbleupon.com

1 Point

Social Network

LinkedIn

Use for recruiting, research on potential contractors, ask/answer questions, create org profile.

When will you set up your profile? How can you ask for referrals? What about your staff?

www.linked.com

3 Points

Collaboration

Private Groups

Facebook & LinkedIn allow you to create private groups. Manage invitees; they discuss and share.

Where do you and your staff spend more time?

www.facebook.com
www.linkedin.com

1 Point

Mobile Apps

Instagram

A photo-sharing social network built around mobile apps plus artsy filters.

Do you have a smart phone? What photos are worth 1000 words?

www.Instagr.am

2 Points

Media Content

uStream

Create a live (and recorded!) video stream of key events.

What stories make sense in real time? Who can monitor the chat?

www.uStream.tv

2 Points

Mobile Apps

FourSquare/Gowalla

Geo-location app, users check-in at your place ,share with friends.

How can you support your regular fans/customers? Who will monitor this social network?

www.FourSquare.com
www.gowalla.com

2 Points

Mobile Apps

Tout

15-second videos straight from your phone to Facebook, Twitter, Email.

Do you have basic video skills to make yours engaging?

www.tout.com

1 Point

Mobile Apps

Facebook Places

Facebook creates geographical places that allow people to "check in" when they are there.

Do you already have a place? Are your fans checking in? Response?

www.facebook.com

1 Points

Listening

Google Analytics

Attach to your blog, email blasts, etc. to measure the effectiveness of your outreach.

Do you have a person to set up & monitor? Will you share the reports with management?

www.google.com/analytics

2 Points

Collaboration

Create custom tags for your org & events or concepts. Prepend with a # sign, aka a "hash" mark.

Have you created your main tag? Are you checking for duplicates?

www.hashtracking.com

1 Point

Event Tools

EventBrite

Sell tickets, email attendees, print name badges, free for free events, social sharing tools included.

Why just sell tickets when your attendees can share on FB & Twitter in one-click?

www.eventbrite.com

2 Points

Collaboration

Tweetup

Host an event organized on Twitter. Raise money, share info, meet face-to-face (IRL).

Does your venue tell the story? Are you more influential in person?

www.twtvite.com

1 Point

Mobile Apps

Qik

A live video streaming app, that also posts direct to Twitter, Facebook, YouTube.

Video is priceless: what can you post live that will make a difference?

www.qik.com

2 Points

Media Content

Use QR Codes

Embed the custom graphic into your flyers or printed material. Lets users w smart phones jump directly to a webpage or get SMS.

Do you have a specific info page?

www.qurify.com

1 Points

Media Content

SlideShare

Share powerpoints and PDFs that can be embedded on other sites.

Do you have compelling presentations to share?

www.slideshare.net

2 Points

Listening

Google Alerts

Set up automated reminders for any mention of your org name or your product/service keywords.

How often should you get reports? Who will review & act?

www.google.com/alerts

2 Points

Listening

Yelp/Trip Advisor

Customer-generated reviews of products & services; you can interact!

Have you claimed your biz? How will you handle negative reviews?

www.yelp.com
www.tripadvisor.com

2 Points