

Communications Processes

Listening Online



Who is Aspiration?

- ▶ Aspiration helps nonprofits and foundations use software tools more effectively and sustainably.
- ▶ We serve as **ally, coach, strategist, mentor** and **facilitator** to those trying to make more impactful use of information technology in their social change efforts.
- ▶ www.aspirationtech.org/services

Agenda

- ▶ What is a listening online?
- ▶ What tools can help?
- ▶ How can it be useful for your organization?
- ▶ How can it inform your messaging?

First Things

- ▶ This training is envisioned as a dialog
- ▶ Please ask questions early and often
- ▶ It will only be as valuable for you as you make it!

Four Processes

**Audience
Assessment**



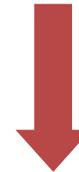
**Publishing
Matrix**



**Tracking &
Metrics**



**Message
Calendar**



What is Social Media Today?

- ▶ Conversations with people online
 - ▶ Social media
- ▶ Made for people, not organizations
 - ▶ It's not going to work perfectly
- ▶ Not your virtual megaphone



Basics

- ▶ Why do I need tools to listen online?
 - ▶ To be notified when keywords of interest are mentioned on the internet
 - ▶ To better understand:
 - who are your online influencers
 - if your messages are reaching your intended audiences
 - data informed decisions to improve messaging

Basics

- ▶ You need to know:
 - ▶ Who? & What?
 - Who do you want to listen?
 - What do you want to listen about?
 - ▶ Where?
 - What tools to use to listen?

What to look for:

- ▶ Names of:
 - ▶ organization(s) involved
 - ▶ key leader(s) of the campaign
 - ▶ an Executive Director or CEO
 - ▶ any spokespeople for or against the issue
 - ▶ campaigns, propositions, or programs that you support
- ▶ Any events or protests that you've been a part of
- ▶ Any #hashtags you've created or used frequently to contribute to online dialogue about your cause

Activity:



What are Your Search Terms?

Building Listening Into your Process

- ▶ Listen Online
- ▶ Identify Opportunities
 - ▶ WHAT?
 - What topics are people talking about along with your issue?
 - What are people saying about your organization? Your people? Your issue?
 - What vocabulary are people using? How does it differ?
 - ▶ WHO?
 - Who is talking about your issue?
 - Who is connecting with you?

THEN...

Building Listening Into your Process

- ▶ Incorporate into your Messaging
 - ▶ Pain, Passion, Fun, Fame
- ▶ Track the Impact
- ▶ Practice & Improve

*BIG THANK YOU to Upwell for sharing their
Big Listening Campaign Lifecycle*

Tools to Listen

▶ Online Listening Dashboards

- ▶ Netvibes
- ▶ Storify

▶ New Content Feeds (RSS)

- ▶ Google Alerts
- ▶ Bing Search

▶ Twitter Listening

- ▶ Hootsuite
- ▶ Commun.it
- ▶ Followerwonk
- ▶ Twopcharts

▶ Curated News

- ▶ Feed.ly
- ▶ Scoop.it

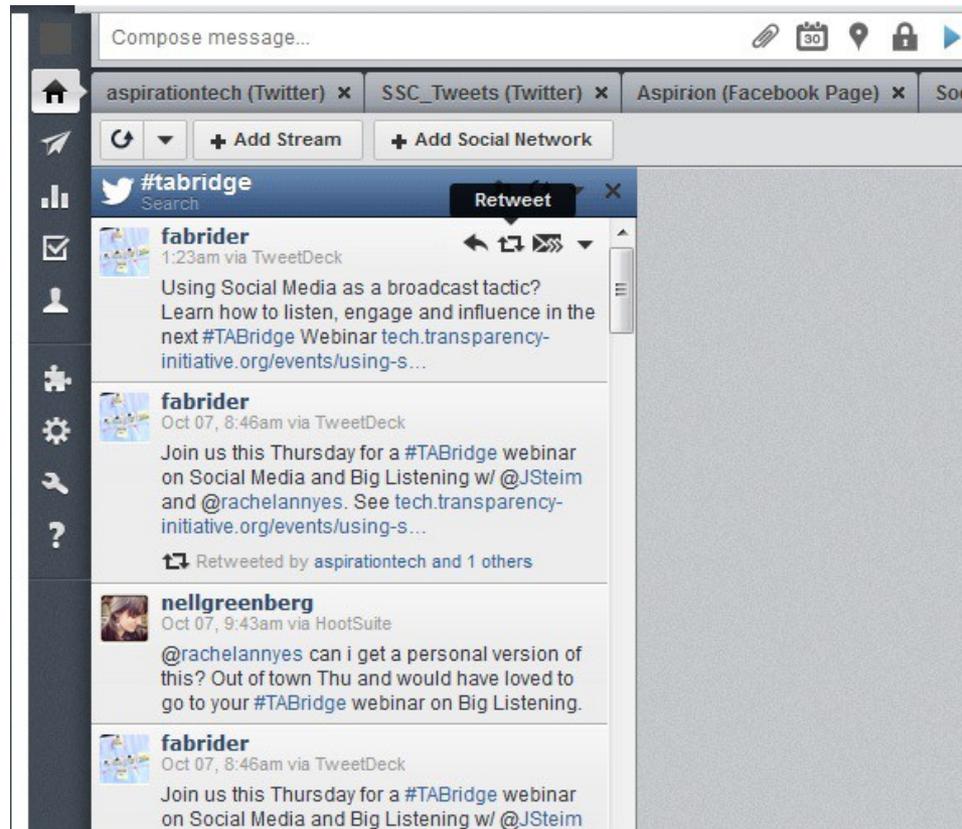
Twitter Listening

- ▶ Stand-alone tools that connect with your Twitter account
 - ▶ Hootsuite
 - ▶ commun.it
 - ▶ Followerwonk
 - ▶ Twopcharts

- ▶ *Special Thanks to Susan Tenby (@suzboop) & Upwell (@upwell) for sharing useful tools.*

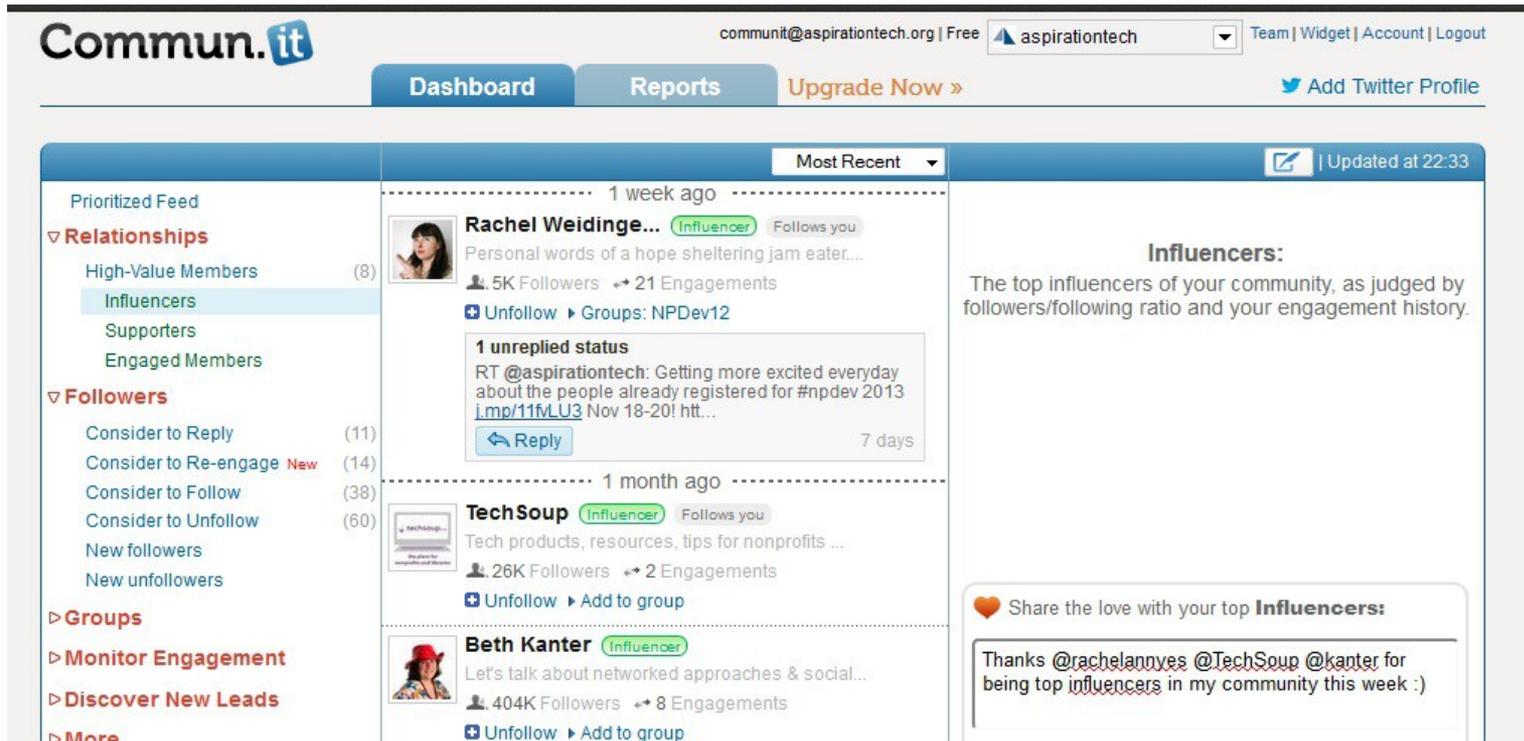
Twitter Listening

► www.hootsuite.com



Twitter Listening

▶ www.commun.it



The screenshot shows the Commun.it dashboard for the community 'aspirationtech'. The interface includes a navigation bar with 'Dashboard', 'Reports', and 'Upgrade Now' buttons. The main content area is divided into three columns:

- Left Column (Navigation):**
 - Prioritized Feed
 - Relationships (8)
 - High-Value Members
 - Influencers**
 - Supporters
 - Engaged Members
 - Followers (11)
 - Consider to Reply
 - Consider to Re-engage **New** (14)
 - Consider to Follow (38)
 - Consider to Unfollow (60)
 - New followers
 - New unfollowers
 - Groups
 - Monitor Engagement
 - Discover New Leads
 - More
- Middle Column (Feed):**
 - Sorted by 'Most Recent'.
 - Post 1 (1 week ago): **Rachel Weidinge...** (Influencer, Follows you). Personal words of a hope sheltering jam eater... 5K Followers, 21 Engagements. Includes a '1 unreplied status' for a retweet from @aspirationtech.
 - Post 2 (1 month ago): **TechSoup** (Influencer, Follows you). Tech products, resources, tips for nonprofits... 26K Followers, 2 Engagements.
 - Post 3: **Beth Kanter** (Influencer). Let's talk about networked approaches & social... 404K Followers, 8 Engagements.
- Right Column (Summary):**
 - Influencers:** The top influencers of your community, as judged by followers/following ratio and your engagement history.
 - Share the love with your top Influencers: Thanks @rachelannves @TechSoup @kanter for being top influencers in my community this week :)

Twitter Listening

▶ www.followerwonk.com

followerwonk  A Moz app

Link your Moz account | [Click to try FREE for 30 days!](#) | [Followerwonk Reports](#) |  aspirationtech ▾

[Search Twitter bios](#) |
 [Compare users](#) |
 [Analyze followers](#) |
 [Track followers](#) |
 [Sort followers](#)

Please update your account with **your email address**: [Submit](#) – hide

Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more. [Subscribe now](#) for in-app following and more great features. [Want to search Twitter bios?](#)

 aspirationtech

analyze users they follow ▾

[Do it](#)

Or, see examples analyzing @stephenry, @neilhimself, @JoeBiden, @JohnBoehner, @NancyPelosi, @mattcutts, @FareedZakaria, and @news_va_en.

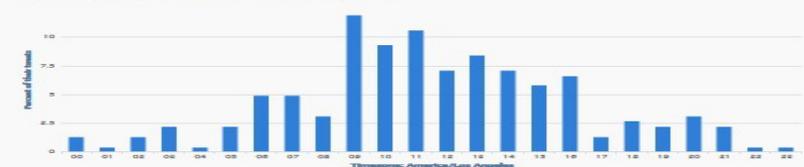
Mapped locations of users aspirationtech follows

Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and some points may be regional inaccuracies.



Most active hours for users aspirationtech follows

This chart breaks down the hourly Twitter activity of aspirationtech's friends.



Tweet times a day. Reach your target audience at the right time. We've integrated scheduling features with Buffer. Just tell us how many times you'd like to tweet and create a schedule for you based on the top hours above.

[Schedule at Buffer](#)



ts: including gender,

cific users in each segment.
tweet count, and so on.

Aspiration

Social Authority:	45
Followers:	276,189
Days on:	1,676
Retweets:	39.0%
@Contacts:	10.5%
URL tweets:	31.0%

the geographic location of up

Benefits to Listening Online

- ▶ How is it valuable?
 - ▶ Be part of the conversation
 - ▶ Save \$\$\$
 - ▶ Less guessing



Detective Work

- ▶ So if you have identified new stakeholders, you'll want to do more detective work about where they are online, and again look to see:
 - ▶ Do they have a Twitter feed?
 - ▶ Are they a Facebook user?
 - ▶ Do they use blogs or online forums?
- ▶ It's also helpful to think about who influences your stakeholders and who they follow online.
 - ▶ Where do they get their news and information from?
 - ▶ Whose information are they sharing?
 - ▶ What #hashtags are they using and responding to?

Pre-cautions to Listening Online

- ▶ Does not provide Analytics
- ▶ Isn't fool proof
- ▶ Sift through noise
- ▶ Like an Online Garden
 - ▶ Unique Online Identity can help



Online Listening Dashboards

- ▶ Check ONE place for notifications about when keywords of interest are mentioned on the internet
 - ▶ Netvibes
 - ▶ Storify

Social Media Dashboard

▶ Your real-time window into your mentions online



Aspiration's Social Media Dashboard

Navigation: Aspiration (190) | Social Source Commons | SSC Blog (2) | Answer | Fundraising | NP Tech Blogs | Nonprofit Software Dev. Summit | OTT | Central Valley | New Tab

Twitter Search: 'aspirationtech'

- peterscampbell:** Off to the @aspirationtech 5 year anniversary party in SF. Who's with me? - 3 days ago
- mistavila:** bah ha ha ha, just another day at work #pushups #aspirationtech staff training <http://twitpic.com/61fb5j> - 3 days ago
- urbanlabs:** RT @aspirationtech: Apply for Doc Camp with FLOSS Manuals/Book! Applications close Friday <http://t.co/PysAOV9> - 6 days ago
- ArtSpark:** many many thanks! to Matt Garcia @aspirationtech for a fantastic webinar re: online comm and the arts sponsored by @artspark @creativeabq - 6 days ago
- aspirationtech:** Apply for Doc Camp with FLOSS Manuals/Book! Applications close Friday <http://t.co/PysAOV9> - 6 days ago
- AnthonyDuke:** @aspirationtech REMINDER TOMORROW Aug 3The Westin BWI-12-5Interview With L-3Startis, LOCKHEED MARTIN & 25top companies <http://bit.ly/p56yGZ> - 6 days ago

Recent Uploads tagged aspirationtech

prev next



"Effective Online Advocacy for Grassroots Organizations" at the California Endowment in LA.
Made Possible by the California Consumer Protection Foundation.

Comment Search for "aspirationtech"

(5) aspirationtech - Social Mention

- Export to Outlook or iCal (.ics) - 2 weeks ago - 3 weeks ago 2 weeks ago
- Allen Gunn's Page - FrontlineSMS 2 weeks ago
- Events - telecentre-europe 2 weeks ago
- Open Translation Tools 2009 - telecentre-europe 1 month ago
- Friendster - Heather 1 month ago
- Gerardo Capiel 1 year ago
- "Język polski jako obcy" - Spoleczne Pracownie 2 years ago

Twitter Search: "allen gunn"

- treehuggingr14u:** RT @LeafLesbians: "Even in my dreams I engaged in the pursuit of freedom." ~ Poet Paula Allen Gunn - 3 days ago
- remoteCSW:** RT @LeafLesbians: "Even in my dreams I engaged in the pursuit of freedom." ~ Poet Paula Allen Gunn - 3 days ago

(12) link:aspirationtech.org - Google Blog

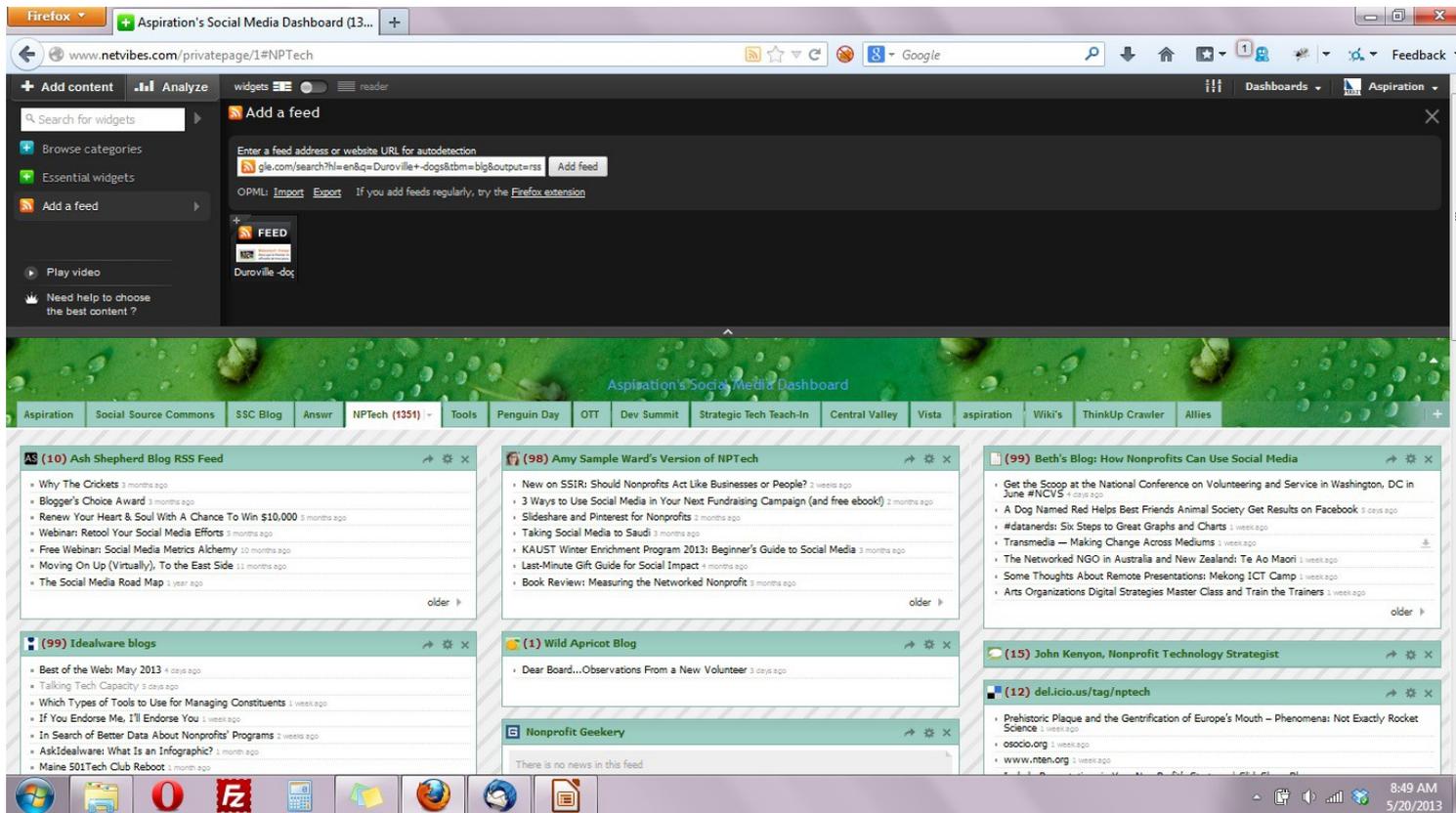
- 2 weeks ago
- 2 weeks ago
- How Do You Rate the People You Love? | Social Source Commons Blog 3 weeks ago
- 3 weeks ago
- How to Manage an Email Discussion List to Invite Collaboration

Twitter Search: 'nptech'

- anushamadhavan:** RT @TechSoup: In case you missed the webinar on Microsoft's new #nonprofit donation program, you can watch the recording: [#nptech](http://bit.ly/msftaug4) - 7 minutes ago
- MoabCAC:** RT @amysward: 7 Habits of Effective Personal Fundraisers from @CauseVox <http://t.co/V9PJm4j> via #nptech #fundraising - 17 minutes ago

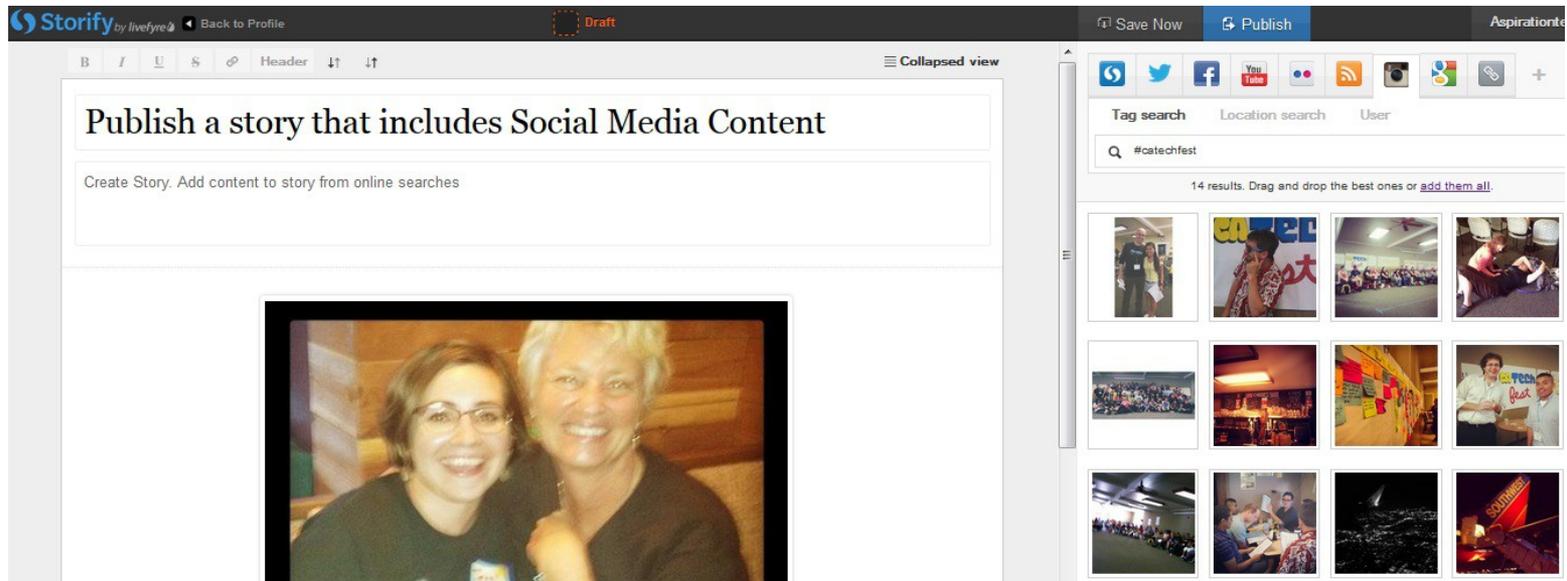
Online Listening Dashboard

▶ www.netvibes.com

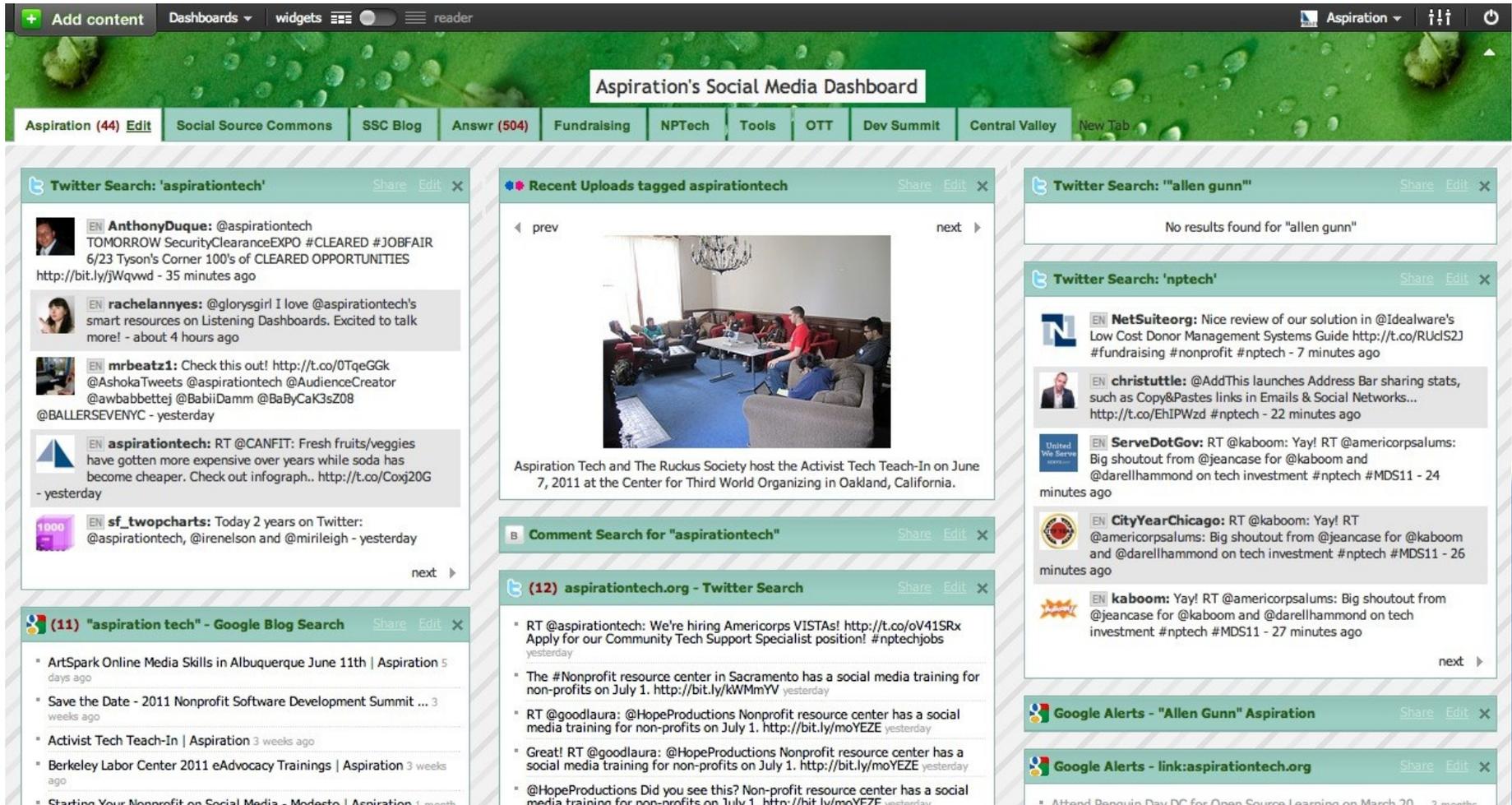


Online Listening Dashboards

▶ www.storify.com



What a Dashboard Looks Like



The dashboard features a top navigation bar with 'Add content', 'Dashboards', 'widgets', and 'reader'. Below this is a main header 'Aspiration's Social Media Dashboard' with a menu of categories: Aspiration (44), Social Source Commons, SSC Blog, Answer (504), Fundraising, NPTEch, Tools, OTT, Dev Summit, Central Valley, and New Tab.

The dashboard is divided into several widget sections:

- Twitter Search: 'aspirationtech'**: Displays tweets from users like AnthonyDuque, rachelannyes, mrbeatz1, and aspirationtech. Includes a 'next' button.
- Recent Uploads tagged aspirationtech**: Shows a photo of a group of people in a meeting room. Caption: 'Aspiration Tech and The Ruckus Society host the Activist Tech Teach-In on June 7, 2011 at the Center for Third World Organizing in Oakland, California.'
- Twitter Search: "allen gunn"**: Shows 'No results found for "allen gunn"'. Includes a 'next' button.
- Twitter Search: 'nptech'**: Displays tweets from NetSuiteorg, christtulle, ServeDotGov, CityYearChicago, and kaboom. Includes a 'next' button.
- Comment Search for "aspirationtech"**: Shows search results for comments on the organization's website.
- (12) aspirationtech.org - Twitter Search**: Displays tweets mentioning the organization's website.
- Google Alerts - "Allen Gunn" Aspiration**: Shows alert settings for the name 'Allen Gunn'.
- Google Alerts - link:aspirationtech.org**: Shows alert settings for the organization's website link.

Netvibes.com/aspirationtech

www.netvibes.com/aspirationtech#Aspiration

Aspiration's Social Media Dashboard

Aspiration | Social Source Commons | SSC Blog | Answr | Fundraising | NP Tech Blogs | Nonprofit Software Dev. Summit | OTT | Central Valley

Twitter Search: 'aspirationtech'

EN childunited: Be a World Changer Daily is out! <http://t.co/xMUSADP8> - Top stories today via @lifeonplanet @aspirationtech - 2 days ago

EN awesomizer: RT @cozimek: Penguin Day = awesome. Great to see so many new faces in the circle. Thanks @aspirationtech for keeping the spirit rocking. #12NTC - 3 days ago

Recent Uploads tagged aspirationtech



Twitter Search: "allen gunn"

ES argantonio1: RT @alghermen: "El sistema educativo de grados es un monopolio que queremos subvertir". Allen Gunn <http://t.co/Zz90qS8M> - 6 days ago

ES alghermen: "El sistema educativo de grados es un monopolio que queremos subvertir". Allen Gunn <http://t.co/Zz90qS8M> - 6 days ago

(102) linkaspirationtech.org - Google Blog Search

- Tips to Manage Your Online Identity Through Your Gmail Account ... 2 months ago
- Help us Work for Better Nonprofit Software Tools | Aspiration 2 months ago
- Ushahidi Pirates and Ninjas Summit 2012 | Aspiration 2 months ago
- Blackbaud Will Buy Convio  My Thoughts | Nonprofit Bridge 2 months ago
- February Lunch Time Nonprofit Tech Talks | Aspiration 2 months ago
- e.politics: online advocacy tools & tactics » Blackbaud Acquires ... 2 months ago
- Talkin' Blackbaud Blues | Aspiration 2 months ago

older ▶

(21) aspirationtech - Social Mention

- Free workshop from Aspiration Tech next week on Google Analytics ... 1 week ago
- Who is the maven of nonprofit, nonprofit technology, technology ... 1 week ago
- Who is an expert in mobile/web technology in Africa? LinkedIn ... 1 week ago
- Would you kindly suggest me interesting reading material on Web 2 ... 2 weeks ago
- Where do I find technology funding for a non-profit environmental ... 2 weeks ago
- Can you help me spread the word about the 2008 Nonprofit Software ... 3 weeks ago
- Bay Area Cause Communications Community Meetup LinkedIn 4 weeks ago

older ▶

(3) Comment Search for "aspirationtech"

(21) aspirationtech - Social Mention

- Free workshop from Aspiration Tech next week on Google Analytics ... 1 week ago
- Who is the maven of nonprofit, nonprofit technology, technology ... 1 week ago
- Who is an expert in mobile/web technology in Africa? LinkedIn ... 1 week ago
- Would you kindly suggest me interesting reading material on Web 2 ... 2 weeks ago
- Where do I find technology funding for a non-profit environmental ... 2 weeks ago
- Can you help me spread the word about the 2008 Nonprofit Software ... 3 weeks ago
- Bay Area Cause Communications Community Meetup LinkedIn 4 weeks ago

Twitter Search: 'nptech'

EN cStreet_ca: RT @amyrsward: 5 Reasons Not to Use the Word "Slacktivism" - terrific post from @mary_joyce! <http://t.co/HBS6UoVl> #nptech - 16 minutes ago

EN cStreet_ca: RT @MRCampaigns: So-called #slacktivists are

into@aspirationtech.org

www.aspirationtech.org/training

Building a Listening Dashboard

- ▶ What Do I need to know to build a Dashboard?
 - ▶ What are RSS Feeds
 - ▶ How to find RSS feeds
 - ▶ Choosing a RSS Reader

RSS



- ▶ RSS: Really Simple Syndication
 - ▶ Web page content is “syndicated” or broadcast out using RSS
- ▶ RSS “feeds” allow people to see when there is new content on a web page by “subscribing”
 - ▶ e.g. blog posts

Find & Click the RSS Icon



blog.socialsourcecommons.org

Google

AddThis
Disqus
Google Analytics

Social Source Commons Blog

Nonprofit Tech, Tools and Social Media

A program of Aspiration

Home About Best Practices Social Media Social Source Commons Toolboxes

Why HTML Email Newsletter Editors Suck

By Matt on April 5, 2012

One of the biggest complaints we get from nonprofits as they mature in their online communications is that creating properly-formatted (i.e. HTML) emails in their email blaster is a pain in the @\$\$. The trouble is that having regular email blasts as an organization is seen as a baseline measure of organizational online competency after having a web site. So it's important to at least know what's going on and what's going *wrong* when you're sending out your email blasts.

WYSIWYGs Suck

When you're putting together an email in your email blaster with images, links and formatting, you're really writing a piece of HTML code (*gasps*).

Editors in blasters like [VerticalResponse](#) or [MailChimp](#) use what are known as "WYSIWYG" (What You See Is What You Get) editors so that instead of having to know how to code something to, say, look bold in HTML, they can just highlight some text and click a bold button. Anytime you see buttons like "bold" "italic" "left align" font size, etc. like you would in Microsoft Word or Open Office, you're most likely using a WYSIWYG editor. So why is this even an issue to bring up?

Connect with SSC

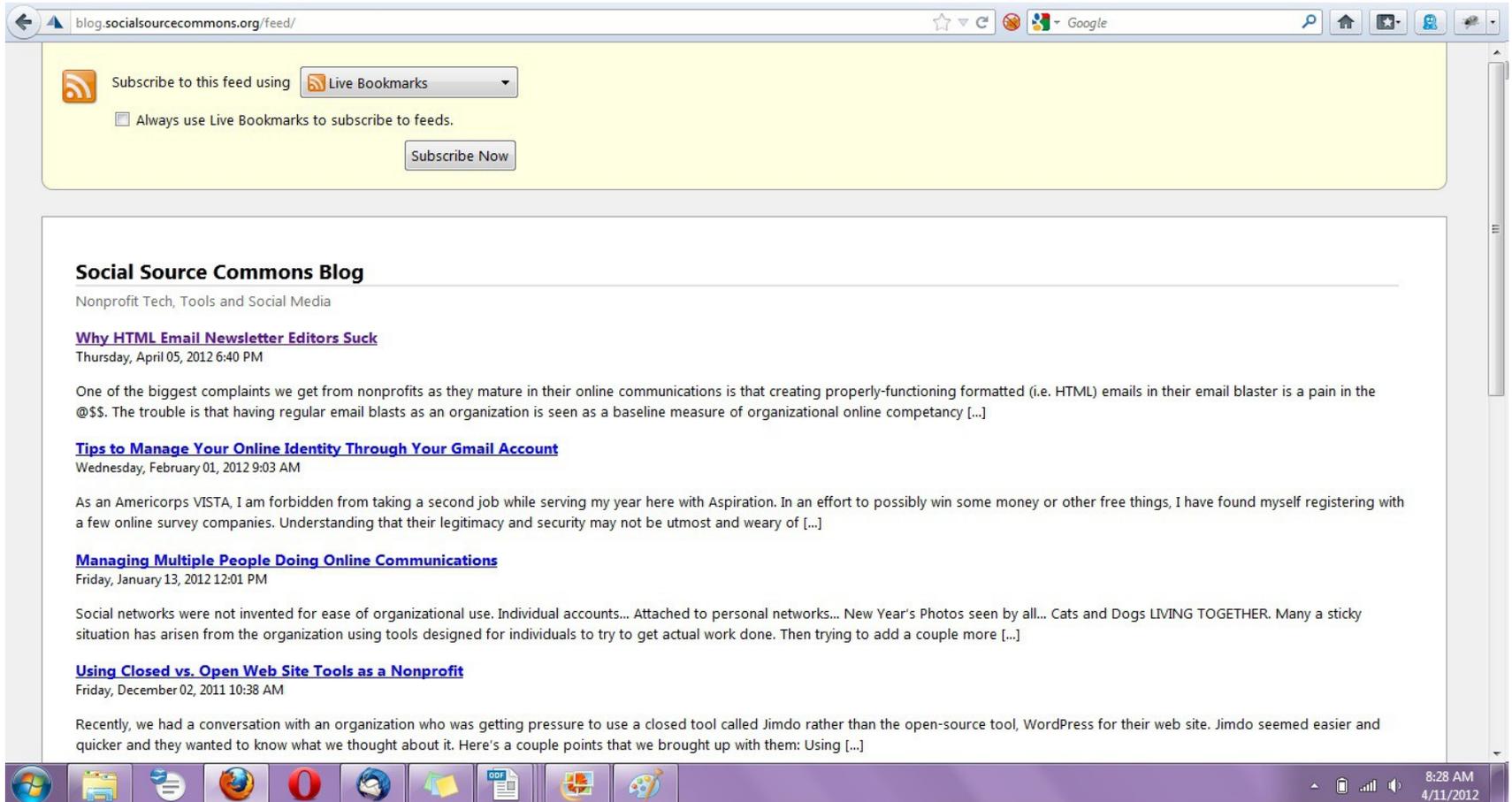
Search...

Featured SSC Blog Posts

- Facebook vs. Twitter
- Cross Posting on Facebook Org Pages
- Keeping Your Privacy Online
- Nonprofit Audiences

8:28 AM
4/11/2012

RSS Subscribe Page



The screenshot shows a web browser window with the address bar displaying `blog.socialsourcecommons.org/feed/`. The browser's address bar includes navigation icons (back, forward, home, search) and a search engine dropdown set to Google. Below the address bar is a yellow subscription banner with the text "Subscribe to this feed using" followed by a dropdown menu currently set to "Live Bookmarks". There is a checkbox labeled "Always use Live Bookmarks to subscribe to feeds." and a "Subscribe Now" button.

Social Source Commons Blog
Nonprofit Tech, Tools and Social Media

[Why HTML Email Newsletter Editors Suck](#)
Thursday, April 05, 2012 6:40 PM

One of the biggest complaints we get from nonprofits as they mature in their online communications is that creating properly-functioning formatted (i.e. HTML) emails in their email blaster is a pain in the @\$\$.

[Tips to Manage Your Online Identity Through Your Gmail Account](#)
Wednesday, February 01, 2012 9:03 AM

As an Americorps VISTA, I am forbidden from taking a second job while serving my year here with Aspiration. In an effort to possibly win some money or other free things, I have found myself registering with a few online survey companies. Understanding that their legitimacy and security may not be utmost and weary of [...]

[Managing Multiple People Doing Online Communications](#)
Friday, January 13, 2012 12:01 PM

Social networks were not invented for ease of organizational use. Individual accounts... Attached to personal networks... New Year's Photos seen by all... Cats and Dogs LIVING TOGETHER. Many a sticky situation has arisen from the organization using tools designed for individuals to try to get actual work done. Then trying to add a couple more [...]

[Using Closed vs. Open Web Site Tools as a Nonprofit](#)
Friday, December 02, 2011 10:38 AM

Recently, we had a conversation with an organization who was getting pressure to use a closed tool called Jimdo rather than the open-source tool, WordPress for their web site. Jimdo seemed easier and quicker and they wanted to know what we thought about it. Here's a couple points that we brought up with them: Using [...]

The Windows taskbar at the bottom shows several application icons including Internet Explorer, Outlook, and various utility programs. The system tray on the right shows the time as 8:28 AM on 4/11/2012.

RSS from Online Searches

- ▶ So RSS can monitor social media searches for you and update when someone mentions something you care about:
 - ▶ Keywords from your Listening Matrix
 - Organization name,
 - Exec. Dir. name,
 - Relevant issue keywords,
 - Important people,
 - Propositions, etc.



Subscribing to RSS

- ▶ Add RSS Feed to an RSS Reader
- ▶ RSS Readers
 - ▶ Netvibes.com
 - ▶ Storify.com



New Content Feeds

- ▶ Search for a person or keyword, then subscribe to the feed of the search results page
 - ▶ Google Alerts
 - ▶ Google Blog Search
 - ▶ Bing Search



New Content Feeds



▶ Google Alerts to RSS Feed

Google Jessica Steimer

Alerts

Search query:

Result type:

How often:

How many:

Deliver to:

There are no recent results for your search query. Below is a sample of the type of results you will get.

[News](#) [Web](#)

News 12 new results for US Budget Transparency

Transparency Groups to Congress: Appropriations Logjam Hurts Democracy
Huffington Post
"Americans can't be left behind when it comes to **federal budget** and tax issues. In recent years, political brinkmanship has prevented **us** from having a more accountable government. Now is the time for greater **transparency** around the **federal funding** ...
[See all stories on this topic »](#)

Obama Administration Helped Kill **Transparency** Requirement for Foreign ...
AllGov

New Content Feeds

▶ Search Results to RSS Feed

- ▶ Go to <http://bing.com>
- ▶ Type your search terms
- ▶ The search results page generates an RSS Feed
 - add “&format=rss” to the end of the URL




The screenshot shows a Firefox browser window with the address bar containing the URL: <http://bing.com/search?q=Aspirationtech&qs=n&form=QBLH&pq=aspirationtech&sc=4-14&sp=-1&sk=8&format=rss>. The search results for 'Aspirationtech' are displayed, showing 578,000 results. The top results include:

- [Aspiration | Better Tools for a Better World](#) - aspirationtech.org
- [About Aspiration | Aspiration](#) - aspirationtech.org/about
- [Penguinday.aspirationtech.org - Aspiration | Better Tools for a ...](#) - penguinday.aspirationtech.org
- [Aspiration | Facebook](#) - https://www.facebook.com/AspirationTech
- [Managing Nonprofit Technology Projects](#) - mntp.aspirationtech.org

On the right side of the search results, there is a Facebook social plugin with the text: "Connect to Facebook to see what your friends know. Learn more. Connect with Facebook".

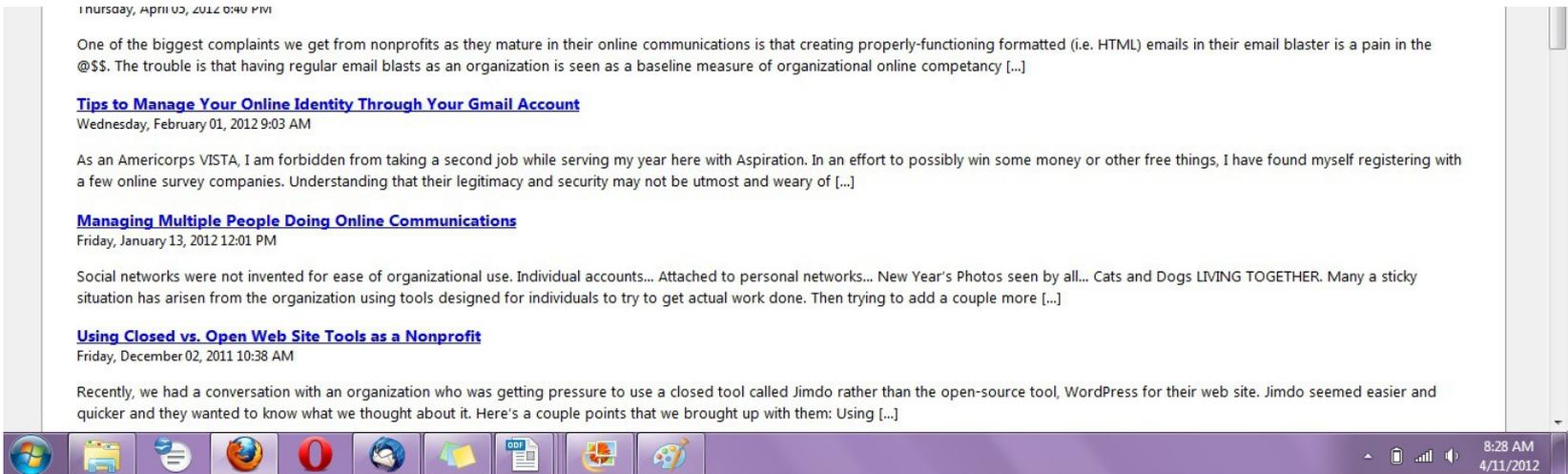
New Content Feeds

▶ Add RSS Feed to Dashboard



▶ Copy the feed URL

▶ paste it into dashboard



Other Social Media Searches for New Content Feeds

- ▶ **Message/Discussion Boards**
 - ▶ BoardReader.com

- ▶ **Digital Photos**
 - ▶ Flickr
 - ▶ <http://flickr.com/photos/tags/searchterm>



Tools to Listen

▶ Online Listening Dashboards

- ▶ Netvibes
- ▶ Storify

▶ New Content Feeds (RSS)

- ▶ Google Alerts
- ▶ Bing Search

▶ Twitter Listening

- ▶ Hootsuite
- ▶ Commun.it
- ▶ Followerwonk
- ▶ Tweetlevel
- ▶ Twopcharts

▶ Curated News

- ▶ Feed.ly
- ▶ Scoop.it

Listening Process to Message More Effectively

- ▶ Listen Online
- ▶ Identify Opportunities
- ▶ Incorporate into your Messaging
- ▶ Track the Impact
- ▶ Practice & Improve

Thank You!

- ▶ Questions?
- ▶ Comments?



Use, Modify & Attribute

www.aspirationtech.org/attribute

Aspiration distributes these materials under a **Creative Commons Attribution-ShareAlike license.**

We encourage re-use, modification, and re-distribution in any situation where they may be useful.

We love to hear about how you are improving and remixing what we've done.

Questions? Email us info@aspirationtech.org



Contact Us

aspirationtech.org/training/support

info@aspirationtech.org

+1-415-839-6456

