

Building Your Own Social Media Dashboard

with Matt Garcia



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Basics

- Why do I need a “dashboard”?
 - To be notified when topics of interest are mentioned on the internet
- What is Netvibes?
 - One of many dashboarding tools
 - Others include iGoogle, MyYahoo, Filtrbox, Radian6 etc.
- What do I need to know to use Netvibes?
 - How to find RSS feeds

Netvibes

- Free Dashboarding Tool

The screenshot displays the Netvibes dashboard interface. At the top, there is a header with the title "Aspiration's Social Media Dashboard" and a Google search bar. Below the header is a navigation bar with several tabs: "Aspiration (83) Edit", "Social Source Commons (170)", "Answr", "SSC Blog (24)", "Fundraising", "NPtech", "Tools", "OTT", and "New Tab".

The main content area is divided into several panels:

- Delicious/tag/aspirationtech:** A list of links with titles like "eAdvocacy and Social Media Training Materials | Aspiration - 3 weeks ago" and "2009 Nonprofit Software Development Summit Tools - Social Source Commons - 2 months ago".
- Aspiration Facebook:** A Facebook feed post from "Aspiration" dated January 28 at 10:55am. The post text reads: "Aspiration Thought-provoking article about the new iPad with regard to open source tech and Apple. Do you think the iPad is a step backward or a step forward?". It includes a link to a blog post titled "How A Great Product Can Be Bad News: Apple, iPad, and the Closed Mac" and a "Blogs + Social Media = ? (Blog Posts to Check Out)" link.
- Technorati Search for: aspirationtech:** A search result panel that displays the message: "Looks like this feed is not valid or currently not responding."
- Twitter Search (2) allen gunn - Twitter Search:** A search result panel showing tweets such as "RT @lmg_mafia_1989: #FML ray allen got sum white/green 12's on...smfh!! im G O N E... - yesterday" and "@upwardfallgirlr yeah, I haven't been back since they placed me at Gunn Allen. holy crap, that was a long time ago! - 6 days ago".
- Twitter Search (15) nptech - Twitter Search:** A search result panel showing tweets like "@MikeElk the one nptech blog has an 18-day series on that. I'll get the link on wends my hotel doesn't have free net- email me a reminder - 41 minutes ago" and "RT @NPtechJobs - #NPtech: Social Media Consultant, Citywide Youth Coalition (New Haven, CT) http://ow.ly/16tsMX - 1 hour ago".

RSS



- RSS: Really Simple Syndication
 - Webpage content is “syndicated” using RSS
 - RSS “feeds” allow people to see when there is new content on a webpage by “subscribing”
 - Subscribing to an RSS feed rather than checking the website for new content
 - =
 - Subscribing to a magazine rather than checking the store for a new issue
 - Netvibes can “aggregate” RSS “feeds” to track a topics you care about

Finding a Page's RSS Feed

- Look for the icon or a link to “RSS” “Feed” or “Atom”
- Firefox and some browsers autodetect RSS
 - Places an icon in the browser address bar



Getting Set up on Netvibes

- Go to www.netvibes.com
- “Sign Up” for an Account
 - Pick a Username
 - Give them your email
 - Confirm your email
- Bam! You have your own Dashboard
- Now to do something with it



Using Netvibes to listen to Social Media

- Social Media sites publish RSS feeds for new content
 - New Twitter Tweets, new comments, new bookmarks
- RSS feeds can also be generated from searches
 - e.g. Twitter Search, Comment Search
- So RSS can monitor searches for you and update when someone mentions something you care about:
 - Organization name, Exec. Dir. Name, relevant issue keywords, important people, propositions, etc.

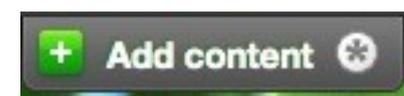
Generating a Twitter Search Feed

- Go to <http://search.twitter.com>
- Input your search terms, click “Search”
- The Search Results page generates an RSS Feed
 - Click on “Feed for this Query” link on right sidebar
 - The resulting URL is your RSS Feed URL



Adding an RSS feed to Netvibes

- Login to your Netvibes page
- Click “Add Content” in upper right
- Click “Add a Feed”
- Paste in RSS feed
- Click “Add Feed” button
- It then generates a widget for you
- Click “Add” under the widget
- Lather, Rinse, Repeat



Generating a Google Blog Search Feed

- Go to <http://blogsearch.google.com>
- Type your search terms, click “Search Blogs”
- The Search Results page generates an RSS Feed
 - Feed link shows up in left sidebar

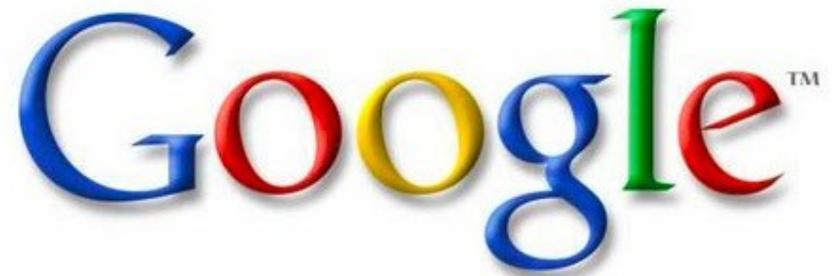


Using Netvibes to Listen via Google

- Who knows what a Google Alert is?
- Google Alert
 - Asking Google to notify you when a new page mentioning your search terms is published
 - Notification can be via email or RSS
- Netvibes gives you a place to manage a collection of Google Alerts
 - e.g. Organization Name, Campaign name, E.D, Staff

Creating a Google Alert RSS Feed

- Login to Google.com/alerts
- Click “Create an Alert”
- Input your search terms,
- Alert can be delivered as an email alert or an RSS feed
 - RSS feed creation requires login
- Choose Deliver to “Feed”
- Click “Create Alert”
- New Listing gives you link to RSS Feed



Other Services to Monitor

- Social Bookmarks
 - Delicious Tag RSS feeds
 - <http://delicious.com/tag/searchterm>
- Message/Discussion Boards
 - BoardReader.com
- Blog Comments
 - BackType.com RSS Feeds
 - <http://feeds.backtype.com/comments?q=searchterm>
- Shortened URLs
 - BackTweets.com Search RSS

Voila!

Your Social Media Dashboard

The dashboard is titled "Aspiration's Social Media Dashboard" and features a search bar with the Google logo and a "Google Search" button. Below the search bar is a navigation menu with tabs for "Aspiration (83) Edit", "Social Source Commons (170)", "Answr", "SSC Blog (24)", "Fundraising", "NPtech", "Tools", "OTT", and "New Tab".

The dashboard is divided into several sections:

- Delicious/tag/aspirationtech**: A list of links including "eAdvocacy and Social Media Training Materials | Aspiration - 3 weeks ago", "2009 Nonprofit Software Development Summit Tools - Social Source Commons - 2 months ago", "Aspiration eAdvocacy Training | Aspiration - 7 months ago", "Open Translation Tools 2009 | Aspiration. Call for Participants. [disclaimer: OSI is a funder & am on the sub-board of the Info Program] - 8 months ago", "Flickr Photo Download: 2008 Nonprofit Development Summit - 1 year ago", "Aspiration Paper -- Creating Participatory Events | Aspiration - 1 year ago", and "Aspiration Paper -- Creating Participatory Events | Aspiration - 1 year ago".
- Aspiration Facebook**: A post from "Aspiration on Facebook" with the text "Aspiration Thought-provoking article about the new iPad with regard to open source tech and Apple. Do you think the iPad is a step backward or a step forward?". It includes a link to "How A Great Product Can Be Bad News: Apple, iPad, and the Closed Mac" and a "bit.ly" link. The post is dated "January 28 at 10:55am". Below the post is a section titled "Aspiration Some interesting links I came across talking about Nonprofits, Facebook and Blogging:" with a link to "Blogs + Social Media = ? (Blog Posts to Check Out) bit.ly". At the bottom, it says "Aspiration has 576 Fans" and shows a row of profile pictures.
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