11 Use Commenting Tools that Authenticate with Social Accounts

Creating discussions around your organization's best blog and web site content is an effective way for your supporters to feel more involved with your mission, provide feedback, and engage as a community. Commenting tools that allow users to log in with their social media credentials (e.g., Facebook, Twitter, LinkedIn, etc.) make it much easier for people to participate in a discussion. Commenting systems like Disqus can be used in place of the native functionality in platforms like WordPress, or be used to add comments to systems without them.

What You Need A web site or blog, access to these files, a commenting tool that supports social media log-ins. *We recommend the Disqus commenting system and will use it as the example moving forward.*

How to Do It

1. Determine what content you would like your supporters to comment on. A blog is a natural place, but also look for areas of your web site, press room, and microsites.
2. Create a Disqus account and grab the code snippet to place on your web site.
3. Insert the code snippet into your blog or web site where you would like to see the comments appear, typically near the bottom of the page.
4. Configure the Disqus account to allow users to log in with Facebook, Twitter, OpenID, and so on.

A Closer Look Using a third-party commenting tool like Disqus can turn your web site and blog content into an opportunity to interact with your supporters. Adding commenting to popular areas of your web site, in addition to your blog, provides new places where your community can engage with you and your mission.

Based out of northeast Ohio, ideastream is a nonprofit organization bringing Public Broadcasting Service (PBS) and National Public Radio (NPR) to the local area. Supporters of PBS and NPR are very loyal and active, so it makes sense to see commenting throughout ideastream's web site. By using Disqus, ideastream allows users to comment on their blog posts, but also to start conversations around their programming, events, and other key content. This is a great way to engage supporters and build community.

One of the key benefits of using Disqus is that it allows users to log in with their social media credentials to leave comments. This makes it really easy for people who want to leave a comment under their own names, but don't want to create a new account at ideastream's web site. ideastream allows users to authenticate with Facebook, Twitter, Yahoo!, Disqus, and several other methods. Disqus also provides additional functionality some native tools may not have, like live threaded discussions and image uploads.

Disqus also allows ideastream to customize the look and feel of the comments through cascading style sheets (CSS), ensuring that it matches the rest of the web site. This lets designers create links that are the proper color and fonts that match the rest of the web site. This is an important step when using any third-party tool, as you want your web site to look like one cohesive platform.

15 Create a Flickr Pro Account

Flickr is a powerful photo platform for storing, sorting, searching, and sharing your organization's photos online. With a free Flickr account, users can upload two videos and 300MB worth of photos each calendar month. Through a program called "Flickr for Good," for a small fee, nonprofits can upgrade to a Flickr "pro" account and enjoy unlimited uploads, storage, bandwidth, sets and collections, access to original files, stats on the account (see Exhibit 1.8), ad-free browsing and sharing, and high definition (HD) video playback.

What You Need Photos or videos showcasing your organization's work and as little as $6

How to Do It

1. To participate in the Flickr donation program, apply for a nonprofit pro account at Flickr.com/good with either TechSoup (for U.S.- or Canada-based nonprofits) or one of the international partners on the site.
2. Select a package. Pro accounts are available in two or five-packs and range from a $6 admin fee to a $15 admin fee. (The regular rate for a pro account is $24.95 per year.)[2]

A Closer Look

> ReSurge International (www.resurge.org; formerly Interplast) provides free reconstructive surgeries for the poor and builds year-round medical access in underserved areas.

[2] "Flickr for Good," www.flickr.com/good.

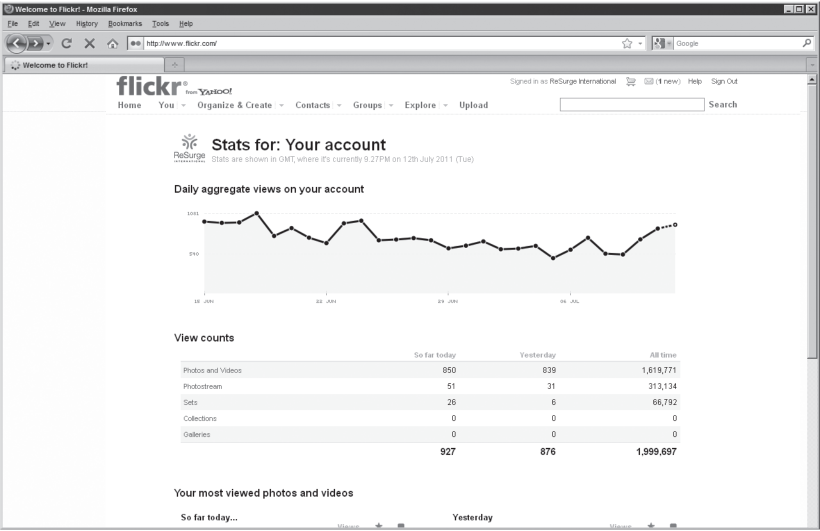

Exhibit 1.7 ReSurge's Flickr Stats page

Source: Courtesy of ReSurge International; Reproduced with permission of Yahoo! Inc. ©2011 Yahoo! Inc. Flickr and the Flickr logo are registered trademarks of Yahoo! Inc.

An early adopter, ReSurge International joined Flickr in 2005 and has built a very active pro account with more than 10,000 photos. A participant in the Flickr for Good program, the organization uses photos to share its story. Through photos, staff can share how the organization is changing people's lives in very dramatic and immediate ways, connecting supporters to their work.

According to Sara Anderson, ReSurge International's chief communications and advocacy officer, when the organization first joined Flickr, staff had two goals in mind: Organize the photos and use the platform for social networking.

The organizational features (sets and tags) have helped ReSurge International clearly sort thousands of photos, making it easier for supporters and staff to find exactly what they're looking for. In addition, Flickr's social properties have made it easy for the organization to integrate photo feeds into other social properties like Facebook, blogs, and even a planned iPhone application.

"Flickr for Good is a wonderful program," says Sara. "We've been very happy with Flickr and their acknowledgement that the nonprofit sector is important—we're pleased they're supporting it."

28 Contribute to Mission-Related Twitter Hashtags

Hashtags help organize social chatter on Twitter, and nonprofits can use them to integrate messages and content into mission-related conversations. During disasters, political debates, and key events, some hashtags become real-time feeds of social conversations. Other hashtags are associated with places, ideas, and things people love, and these conversations are active throughout the year. Joining these conversations can help contribute to the community, reach a new audience, and drive traffic to your web site.

What You Need A Twitter account, content to share, and a web analytics tool

How to Do It

1. Learn what hashtags are and how to find some that relate to your mission (see Tactic 26).
2. Create a plan for when and what you will add to the conversation. Blog content, videos, retweets of important messages, and original statements are all good choices.
3. Add hashtags to your tweets (#NYC, #climatechange, #highered) when you post updates.
4. Monitor the hashtags to continue the conversation. If someone retweets you, thank them. If someone responds to one of your tweets, keep the conversation going.
5. Use analytics tools to measure the reach and impact of these tweets. You can measure the reach of your messages using TweetReach (see Tactic 97), any increase in Twitter followers, and referrals from Twitter.com using a web analytics tool.

A Closer Look Jumping in to any conversation can be intimidating, which is why first getting to know the participants is a great place to start. Nonprofits can learn a lot by listening to the chatter on Twitter hashtags, and this is great way to determine where your organization's voice may fit in best. Once a few hashtags are identified, there are many different ways to join the conversation.

When current events and Twitter are used together, hashtags become a conduit for information. During disasters, nonprofits can add resources and support to the conversation (e.g., #haiti, #japan, #oilspill, #flooding). Organizations like The American Red Cross, The National Wildlife Federation, NCRC, and The Ocean Conservancy all contributed to one of these hashtags.

Twitter hashtags often become active during current affairs, like key legislation debates or pressing human rights issues, and are used to organize and share information. In 2009, groups like The Environmental Defense Fund rallied around the #aces hashtag during the debate over the American Clean Energy and Security Act. The #climatechange hashtag is used year round, and nonprofits like WWF Australia and The Windfall Center have added it to their tweets and joined the worldwide discussion (see Exhibit 2.8).

Other hashtags collect tweets that are for groups of nonprofits, such as #highered, #animalrights, #foundation, and #arts. The Florida State University College of Education tweeted about an article discussing the issue of testing teachers, and the #highered hashtag

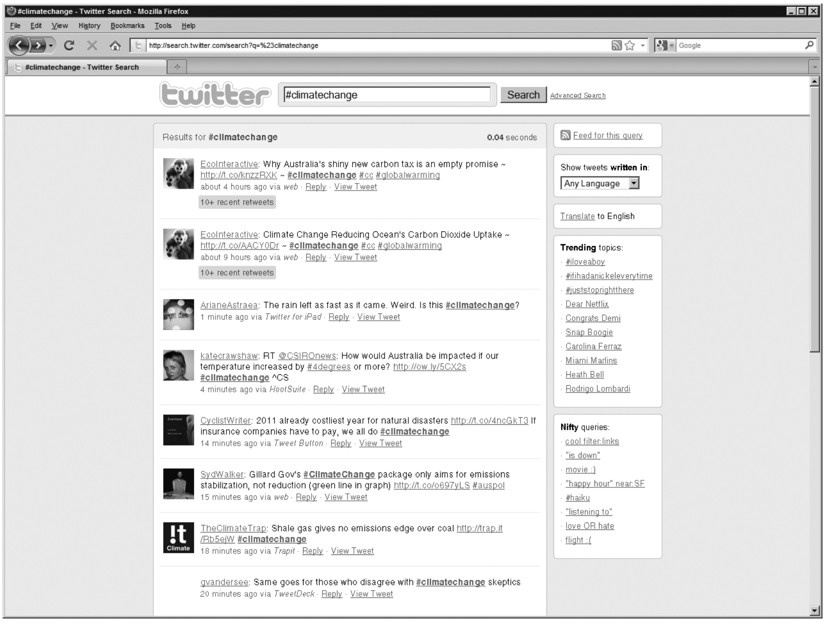

Exhibit 2.8 Twitter search results page for the #climatechange hashtag

Source: Courtesy of Twitter

was attached helping it reach a larger audience. These nonprofit industry hashtags are a great place to expose your Twitter channel to a new crowd and contribute something meaningful to the community.

44 Provide Instant Access to Content with QR Codes

Getting supporters to take action is the goal of any campaign, and sometimes words can simply get in the way. Quick Response (QR) Codes are images that can link to online content by simply being scanned by a reader app on a smartphone. This is a fun, visual, and social way to link to content in an easy way—by removing the typing! QR codes can be scanned by a smartphone, and within a couple of seconds begin loading a welcome page, donation form, or list of volunteer opportunities. When compared to friendly URLs and SMS messaging, QR codes make it much easier for your message to be heard out in the field.

What You Need Content to share, a QR code creator, a smartphone, a QR code reader, and a graphic designer for layout

How to Do It

1. Identify a key web page you want to link to—a donation form, a volunteer page, or a welcome message.
2. Paste the URL of that web page into a QR code generator, like kaywa.com, QRStuff.com, bit.ly, or goo.gl.
3. Download the QR code graphic that was generated by the tool.
4. Insert that QR code into a flier, poster, letter, or other printed material.

5. Download a QR code reader, like i-nigma, and perform a test scan to make sure the image is pointing to the right location.
6. Get the QR code out in front of your audience.
7. Measure your results using metrics from the QR code generator and web analytics tools.

A Closer Look When the Pancreatic Cancer Action Network was brainstorming ideas for an awareness event at an upcoming L.A. Kings game, QR codes were on the mind of Allison Nassour. The Pancreatic Cancer Action Network's social media manager had seen traditional calls to action become tired and felt that QR codes could attract more respondents. Most of the attendees at the game would be new to the organization and carrying smartphones, so she knew this would be a great chance to beta test the technology.

A handout was created containing two calls to action pointing to the organization's "Get Involved" page on its web site, which was then passed out to around 1000 Kings fans (see Exhibit 2.14). After the game, the results showed that over 200 people had scanned the QR code and only 30 people had used the text messaging component. Allison says, "The QR code had almost seven times as many respondents as the text to donate. I knew it was pretty significant, especially because the flier was competing with all other stimuli at the game."

QR codes are so easy to use because of their simplicity, and that's why they're so great to socialize on posters, handouts, business cards, and t-shirts. When asked about the future of QR codes at the Pancreatic Cancer Action Network, Allison says, "We're most likely going to be adding the codes to posters for our PurpleStride events, and encouraging people to scan the code to make donations, watch videos, and hopefully register." She's right, QR codes can make any call to action that much easier when you're on the go, so think about how you can use them at your next event.

> The Pancreatic Cancer Action Network (www.pancan.org) is a nationwide network of people dedicated to working together to advance research, support patients and create hope for those affected by pancreatic cancer.

HERE'S WHY YOUR SUPPORT IS URGENTLY NEEDED:

- Pancreatic cancer is the fourth leading cause of cancer death in the U.S.
- This year, an estimated 43,140 people will be diagnosed with pancreatic cancer in the U.S., and approximately 36,800 will die from the disease.
- Seventy five percent of patients die within the first year of diagnosis.
- Pancreatic cancer is the only one of the top ten cancer killers with a five-year survival rate still in the single digits—and the survival rate hasn't changed in nearly 40 years.
- There are no early detection methods and few treatment options for pancreatic cancer. And there is no cure.

YOU can be a hero and help change these dire statistics.

Text 'Hero' to 30644 for information about the Pancreatic Cancer Action Network and to find out how you can be a hero in the fight against pancreatic cancer.

Snap this QR code with your cell phone to see how you can get involved!

If you do not have a QR code reader on your cell phone, go to the app store & search "QR Reader."

PANCREATIC CANCER ACTION NETWORK®
ADVANCE RESEARCH. SUPPORT PATIENTS. CREATE HOPE.

Toll Free: 877-272-6226 | Phone: 310-725-0025 | www.pancan.org

Exhibit 2.14 The back of Pancreatic Cancer Action Network's event handout

Source: Courtesy of the Pancreatic Cancer Action Network

49 Launch a Like Campaign

A core goal in your social media strategy (you have one of those, right? If not, see Tactic 101) should be to grow your organization's presence and reach. Acquiring new supporters is expensive. However, with Facebook, there are many tools and techniques to help you connect with potential supporters. If Facebook advertising is not in your budget, consider launching a "like" campaign. By relying on your existing supporters to recruit their friends, you will benefit from the viral nature of Facebook without spending a penny.

What You Need A Facebook page with an existing supporter base and a great call to action

How To Do It

1. Be direct. Just ask! Periodically reach out to supporters in a status update saying "Since you like our page, help us grow by sharing it with your friends via the share link in the lower left corner."
2. From the share link, there are a variety of ways supporters can share your page: on their own wall, on a friend's wall, in a group, or in a private message. Your supporters may not know how, walk them through it!
3. Set a goal and go for it. Ask each supporter to recruit one of their friends to the page in honor of a special event or campaign (i.e., breast cancer awareness month).
4. Use all marketing vehicles at your disposal; extend the campaign by using e-mail, Twitter, LinkedIn, and newsletters.

A Closer Look When 220 of California's 278 state parks were faced with massive state funding cuts, the California State Parks Foundation (CSPF) launched a multichannel effort to raise awareness and advocate the issue.

> The California State Parks Foundation (www.calparks.org) is the only statewide independent nonprofit organization dedicated to protecting, enhancing, and advocating for California's state parks.

CSPF launched a "Friend Get a Friend" campaign on Facebook via the following update to 517 fans: "This year's cuts are 10 times as bad, so we need 10 times the fans on Facebook." Well, the organization didn't end up with 10 times as many fans, but nearly 64 times as many![2]

In two weeks, with just one more update and by leveraging other existing marketing outreach, the organization grew from 517 fans to 33,000. This show of support provided a case for keeping the parks funded and even got the Foundation coverage in major media outlets. They now have more than 60,000 fans.

"Not only did a severe crisis lend itself to timely and important messaging—there was a real hunger for info about what was really happening with state parks—but it was also teamwork," says Jerry Emory, CSPF's director of communications. "The president of CSPF recognized the opportunity and basically said "'Go for it!'"

Jerry and his team partnered with Brenna Holmes from Adams Hussey and Associates (now Chapman Cubine Adams + Hussey) to manage the early phenomenal growth of the page. CSPF now manages its Facebook presence in-house (but still receives feedback and ideas from its consultant) and has settled into a more planned management of the site. He adds, "We can still move quickly, and we are always innovating, but we also have a basic schedule for our postings now."

As California's budget continues to get cut, further threatening park closures, the organization now turns to its massive supporter base on Facebook to drive traffic to its advocacy site, which encourages supporters to take action by e-mailing their state representative.

62 Add Mission-Related Tips on foursquare

Like other social channels, foursquare has emerged as an effective platform for nonprofits looking to increase awareness and share information with supporters. The National Wildlife Federation has grown a large foursquare network that offers tips for its nature-loving followers, but even small nonprofits can make an impact with location-based services. Foursquare tips provide a simple point of interaction between you and the community. Providing useful tips is a great way to engage supporters on the go—and keep your organization, and its mission, top of mind.

What You Need A foursquare account

How to Do It

1. Create a foursquare account for your organization.
2. Using the foursquare mobile application, check in to locations that relate to your mission.
3. Leave tips at these locations.
4. Promote your nonprofit's foursquare account to your supporters. If they follow you, the tips will be pushed to them as notifications.

A Closer Look If your nonprofit serves a local area, building a foursquare presence can help deliver information to the community, advocate for causes, and connect supporters. The Charleston Parks Conservancy advocates for the increased usage and appreciation of local green spaces in the Charleston, South Carolina, community, so foursquare is a natural place to deliver mission-related information.

Tips are left at parks throughout Charleston, so foursquare users can learn more about the Conservancy's mission and connect via other channels. Executive Director Jim Martin says, "We exposed visitors to events and volunteer opportunities happening in those parks via tips. Wherever a foursquare user lists their Twitter handle, we follow them in the hopes they will follow us back."

While it is difficult to measure how effective tips are at getting attention, Jim adds, "It did raise awareness of the Conservancy and our work. Perhaps someone visits Cannon Park with their kids on a regular basis and notices the new garden. If they check in on foursquare, they will associate that garden with us and hopefully consider volunteering to help maintain that garden or possibly make a donation to ensure its continued success."

When using emerging tools like foursquare, surprise results are around every corner and can often be beneficial. The Charleston Parks Conservancy found this out, as Jim shares, "foursquare has also proved to be a new way for us to find qualified volunteers and potential donors. If you check in to one of our parks, we can be pretty sure you have a vested interest in that park's success."

Charleston Parks Conservancy's (www.charlestonparksconservancy.org) mission is to increase the quality, awareness, appreciation, and usage of Charleston's parks and green spaces.

78 Create a Facebook Donation Tab

This tactic uses the same technology and process for creating a tab as tactics 46 and 47 do, but focuses on fundraising. A generic donation tab should be automatic on your Facebook page. The content can easily be swapped out for seasonal campaigns throughout the year. Although we don't recommend you make this the default page for new fans, it should be placed high up in the order so potential supporters can easily find it.

What You Need A Facebook page, a web server, a web developer, and a donation form

How to Do It

1. Refer to Tactic 47 for setting up a custom tab.
2. When designing the webpage, incorporate the donation form of your choice.

A Closer Look The Planned Parenthood Action Fund Facebook page (facebook.com/plannedparenthood) makes use of several custom tabs. The Donate tab is positioned in the highest spot available, making it extremely easy for visitors to the page to find it.

When visitors land on the tab, they are immediately thanked for supporting Planned Parenthood Federation of America with a tax-deductible donation. (Wait, did I make one? Guess I have

The Planned Parenthood Action Fund (www.plannedparenthoodaction.org) is the advocacy and political arm of Planned Parenthood Federation of America. The organization works in the streets, in the states, and in Washington, DC, to advance women's reproductive health and rights.

to now!) The organization does a great job of reminding donors what their money is going to support: "Your support will help us continue to protect and promote women's health in the halls of Congress and in communities across the country. It will make a world of difference for the millions of women, men, and teens who rely on local Planned Parenthood health centers every day."[4]

Even though it is the same form essentially, the organization does give donors the option to make the gift directly on the Planned Parenthood web site before presenting the form. The next thing Planned Parenthood gets right is the fact that their form has ask amounts. They could have just thrown a donation button up there, but instead, they have suggested increments of $15 to $500. Following the donation form, there is a default opt in to future communications from Planned Parenthood.

82 Increase Conversions with Video Overlays

YouTube is an effective channel for sharing your organization's mission with supporters, but the ultimate goal of a social media program should be to get people to take action. YouTube's video overlays help do this by displaying appeals directly in videos which can be linked to donation forms, newsletter subscription pages, or volunteer information. If your video is compelling, it should drive a desire for supporters to act—video overlays will help them take that first step, and hopefully make a donation.

What You Need A YouTube account for your organization, a video, and a donation page on your web site

How to Do It

1. Apply for YouTube's Nonprofit Program by visiting http://www.youtube.com/nonprofits, and pressing the "Apply" button.
2. Access your YouTube account and click "Uploaded Videos" under "My Videos."
3. Find the video you would like to add an overlay to, and click "Edit."
4. Locate the "Call-to-Action Overlay" section and fill in all the required fields. Make sure your language is clear and concise, and that the page you are linking to makes it clear how visitors take action.
5. Press the "Save Changes" video.
6. Watch your video on YouTube to see that the overlay and link are working properly.

A Closer Look YouTube video overlays work just like other similar advertisements on YouTube—they display in the bottom of the video and link to an external page. These overlays do not hide the video and can be minimized by the viewer at any time. This makes them a great way to include an "ask" without being too intrusive.

Think about a clear and concise call to action, similar to the text you would include in a Google AdWords ad. Driving viewers to a donation pages is ideal, so the copy you use is critical. You do not have many characters to play with, so think about how you can get your message across in only a few words.

A great example of successful fundraising using video overlays involves charity: water, which included one on its World Water Day video (see Exhibit 4.2). charity: water's call to action was clear and concise. It read, "Give a person clean water. 100% of your gift directly funds water wells." This was followed by a link to

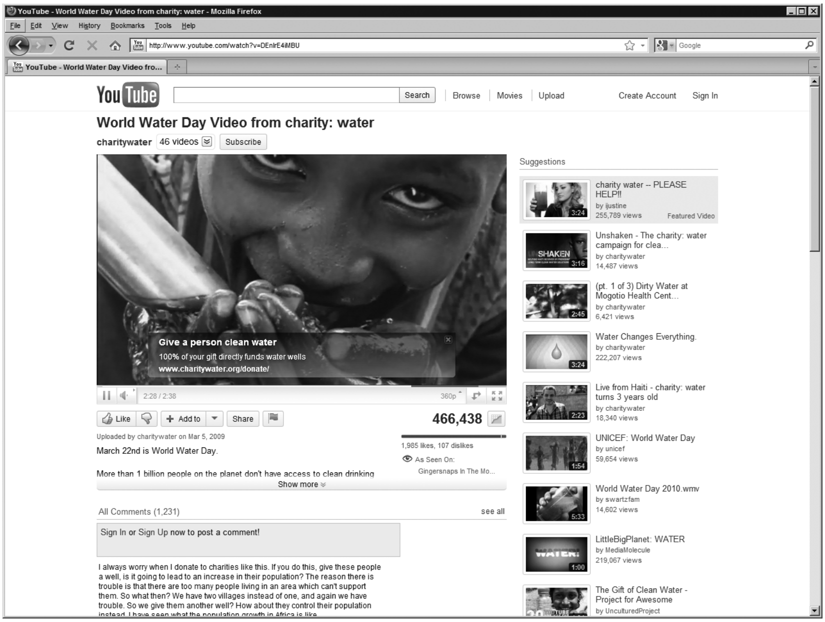

Exhibit 4.2 charity: water YouTube video page

Source: Courtesy of charity: water; YouTube

www.charitywater.org/donate, where the viewer was taken once they clicked the overlay.[7]

When the video was featured on YouTube's homepage in support of World Water Day, charity: water raised more than $10,000 in 24 hours. While the exposure to YouTube's audience certainly helped contribute to these phenomenal results, the simplicity of the overlay itself and the nature of the campaign can easily be duplicated by non-profits of any size. So if you have a great video that is being watched, but sure to add an overlay and drive some viewers to take action.

93 Track Referrals from Social Sites

Tracking the number of visitors your web site receives from social media channels is a critical metric needed to understand the effectiveness of your social marketing program. Many social media managers have goals around increasing traffic to their organization's web sites and blogs, and social activity often results in referrals from Facebook, Twitter, LinkedIn, and so on. Referrals are great for showing the health of social marketing efforts, and they can tell which platform is sending you the most visitors.

What You Need A web site or blog, a web analytics tool, and social media accounts

How to Do It

1. Post links to blog posts and Web pages on social sites (e.g., Facebook, Twitter, StumbleUpon).
2. Open up your web analytics tool (this example uses Google Analytics), and select a long enough data range to show good information. It's often good to compare a range to the past, so you can see year-over-year growth.
3. Click "Traffic Sources" in the left navigation.
4. Click "Referring Sites" in the left navigation.
5. The Referring Sites page displays the top 10 web sites sending you visitors. Use the "Show rows:" drop-down menu in the lower right to increase the range.
6. Look for social web sites in the list (e.g., Facebook.com, Twitter.com, LinkedIn.com, StumbleUpon.com).

7. Drill into each social source by clicking its name, which should be a link. This will show you the spikes in traffic for each platform, so you can correlate it with certain activities.

A Closer Look Increasing traffic to your organization's web site and blog is likely an important goal for you, so understanding your referral traffic's impact from social sites is critical. Measuring the number of visits each social network generates for your web site can help show ROI, especially if you know how many visitors your site converts into donors, volunteers, or members.

Some good ways to use referral data include:

- Measure the referral rank of each social site, and watch how it changes over time. Facebook may be sixteenth on the list one year, then eleventh on the list the next year. StumbleUpon may not even be on the list, but after seeding the site with some of your content it may move up to the top 10.
- Measure traffic spikes from a single network, and match each increase with a particular social activity. For instance, you may have hosted a contest on Facebook (see Tactic 65). If you think a lot of visitors came to your web site because of the contest, use referrals to prove this!
- Look at the behavior of the referral traffic from each site. You can determine if Facebook users visit more pages on your web site than LinkedIn users, or how many visitors from social sites are new (see Tactic 94).
- In addition to using a web analytics program, consistently using a short URL service like bit.ly (see Tactic 95) will provide a good view of your social referrals. Using the same bit.ly link on Facebook, Twitter, and blogs will allow you to measure clicks and user information. While this doesn't provide as deep of a dive as Google Analytics, this is a quick and easy way to measure how many clicks you're getting from your social channel.

99 Create a Social Media Listening Dashboard

Social media has proven to be a must-have tool for communication and engagement, but turning the megaphone around and listening to the chatter is yet another way to use it effectively. Supporters are tweeting, blogging, commenting, and mentioning nonprofits every day, and social media search tools can be used to find and monitor these conversations. By utilizing RSS feeds using iGoogle, you can create a listening dashboard that can be shared across your entire organization.

What You Need A Facebook page, a Twitter account, and a shared Google account

How to Do It

1. Determine what names, terms, and keywords you want to monitor. These should include your organization's name, key staff members, program names, campaign names, local keywords, and hashtags.
2. Visit online social services and search for the terms you identified in step 1. Perform the search and copy the RSS feed for each result if one is available.
3. Use search.twitter.com to capture what people are saying on Twitter.
4. Use www.socialmention.com to capture what people are saying on various social channels.
5. Use www.icerocket.com to capture what people are saying on blogs.
6. Use www.boardreader.com to capture what people are saying on discussion forums.
7. Use www.google.com/alerts to capture what people are saying on web sites. Create each Google Alert to be delivered by feed, then copy the RSS feed URL for each alert.
8. Log in to a Google account and access iGoogle by visiting www.google.com/ig. Placing multiple iGoogle RSS gadgets on a single page will create a dashboard.
9. Click the "Add Gadgets" link in the upper right portion of the screen.
10. Click the "Add feed or gadget" link at the bottom of the left column.
11. Paste in one of the feed URLs you created in steps 2 through 6, and press the "Add" button.
12. Click the close button, and continue to add as many feeds as you need.
13. Visit your iGoogle home page and confirm the RSS gadgets are displaying. You can reposition them by dragging them around the page.

A Closer Look Creating a social media listening dashboard (Exhibit 5.2) is one of the first things that should be done when creating a program from scratch. Having a single screen that displays the social

Exhibit 5.2 Go Green Charleston iGoogle dashboard

Source: Courtesy of Go Green Charleston; Google

chatter about your organization is an effective way to monitor these conversations, allowing you to see what's being discussed and respond promptly.

A dashboard made in iGoogle is also a great way to share this goldmine of social feedback with the rest of your organization, allowing them to see social conversations in real time. Sharing a social dashboard with an executive director who isn't sold on social media will really open his or her eyes.

Social dashboards like these are only as strong as their supporting RSS feeds, so find feeds that contain good information for your organization. Here are a few ways you can listen to each social network:

- Twitter—Use Search.twitter.com for some of the best real-time information. You can also include search columns for key terms in Twitter clients, like Tweetdeck.
- Facebook—Open up your organization's wall (see Tactic 9) and pay close attention. You can also view public comments on your Community Page if you have one.

- Blogs—Search sites like www.icerocket.com and www.technorati.com to capture much of what is being said about your organization on blogs. Google Alerts will catch a lot, too.
- Discussion Forums—Use services like www.boardreader.com and www.omgili.com to find mentions of your organization on discussion forums and boards.
- Social News—Search each news site and add the results to your dashboard if they have an RSS feed. This includes www.digg.com, www.stumbleupon.com, www.reddit.com, and so on.
- LinkedIn—The search functionality at LinkedIn.com allows you to save searches, and you can also use www.socialmention.com to see activity from the network.
- Web sites—Setup Google Alerts to catch any mentions of your organization on web sites and blogs.