



Community Media Workshop
communitymediaworkshop.org

Social Media Tools

Online Broadcast

Cover It Live Blog

www.coveritlive.com

Broadcast a live interactive blog post that can be embedded on your blog site. Allow live use comments & questions, tweets, polls and more.

Mobile Texting

www.group2call.com

Instantly urgent updates to your audience's cell phones.

Ustream

www.ustream.tv

Broadcast a live interactive video show online. Stream live videos from an event and interact with online audiences through chatboards and more.

Email Broadcasting

www.verticalresponse.com - www.myemma.com

Deliver custom HTML emails to your targeted audiences and manage subscribers.

Slideshare

www.slideshare.net

Upload your presentations to an account and share it as an embedded interactive slideshow online.

Blog

www.wordpress.com - www.typepad.com - www.blogger.com

Individuals in an organization write personal perspectives on a topic related to your mission or specific projects and campaigns.

News & RSS Feeds

www.feed.informer.com

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

Customer Relationship Management

www.convio.com - www.salesforce.org

Customized management system for your donors and supporters, from online engagement, transaction to relationship cultivation, and renewal.

Qik

www.qik.com

Live-stream and archive video from wherever you are using your mobile device.

Social Networks

Niche Network

www.goodworksconnect.org - www.change.org

Focus-driven networks particular to geographical areas, issues, causes and more.

Drupal & Joomla

www.drupal.org - www.joomla.org

Content management systems (CMS) where your staff can access and edit the website and users can create accounts including blogs.

Custom Niche Network

www.ning.com

Create your own niche online social network with ready-to-use blogs, RSS feeds, forums and more.

Facebook Group & Fan Pages

www.facebook.com

With Facebook Groups and Fan Pages you can reach out to existing and potential supporters on a popular social network.

Facebook Causes

www.facebook.com

Recruit friends to your cause, keep them informed and raise funds on a popular social network.

Listen & Track Information

Four Square

www.foursquare.com

Use “Geo-Locating” on your mobile phone to “check into” locations on a map and share it with the world. Friends and family can follow you and know where you are and what you are doing.

Analytics

www.google.com/analytics - web.anaylitics.yahoo.com – haveamint.com

Services that track data, information and statistics of your web projects (number of visitors, page views, etc.)

Twitter

www.twitter.com

A micro-blogging format that uses 140 characters or less. “Tweets” can be updated using your phone or through the web. It’s a good tool to keep people posted, and it can be syndicated.

Other People's Blogs

www.technorati.com

Find other bloggers passionate about your cause and pitch them to write about your organization, or syndicate their feeds on your sites.

Buzz Tracking

www.technorati.com - www.blogpulse.com - www.alerts.google.com

Track who is talking about you and where. Compare yourself to others.

Search Optimization Strategy

www.wordtracker.com - www.websitegrader.com

Increase your ranking on search engines like Google and Bing by implementing appropriate web standards, keywords and more.

Collaboration

Google Docs

www.docs.google.com

Create, share and edit documents free as an open-source application.

Wiki

www.wikispaces.com

A wiki provides groups with collaborative publishing and workspace. Great for group editing document on projects.

Social Bookmarking & Tagging

www.delicious.com

Bookmark and tag your favorite websites and posts to share with others on the web.

Exploration

www.beth.typepad.com - www.netsquared.org - www.nten.org

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

Skype

www.skype.com

Low-cost video and voice calls with instant messaging and file sharing capabilities.

Google Wave

www.wave.google.com

Web-based platform bringing email, instant messaging, wiki and social networking with your contacts where your collaboration beings with live and archived conversations.

Basecamp

www.basecamp.com

Commercial online project and content management system for internal use. Helps organize your team.

Media Content/Networking

YouTube

www.youtube.com

Share videos through a popular online video network. You can also share videos, comment, create custom channels for your videos, create friends, build subscribers, and embed videos on your own website.

Vimeo

www.vimeo.com

Same concept as YouTube, but is not as popular; however, it provides higher quality video and services such as customization of embedded video players.

Video Blog

www.libsyn.com

Create video archives of your projects and campaigns for your audiences on a blogging platform. Users can subscribe through iTunes.

Podcasting

www.libsyn.com

Create audio archives or documentaries of your projects and campaigns for your audiences. Users can subscribe through iTunes.

Flickr

www.flickr.com

Create or archive photos online to share with others. Create an account much like a social network. You can also find photos you can use under a Creative Commons license.