

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

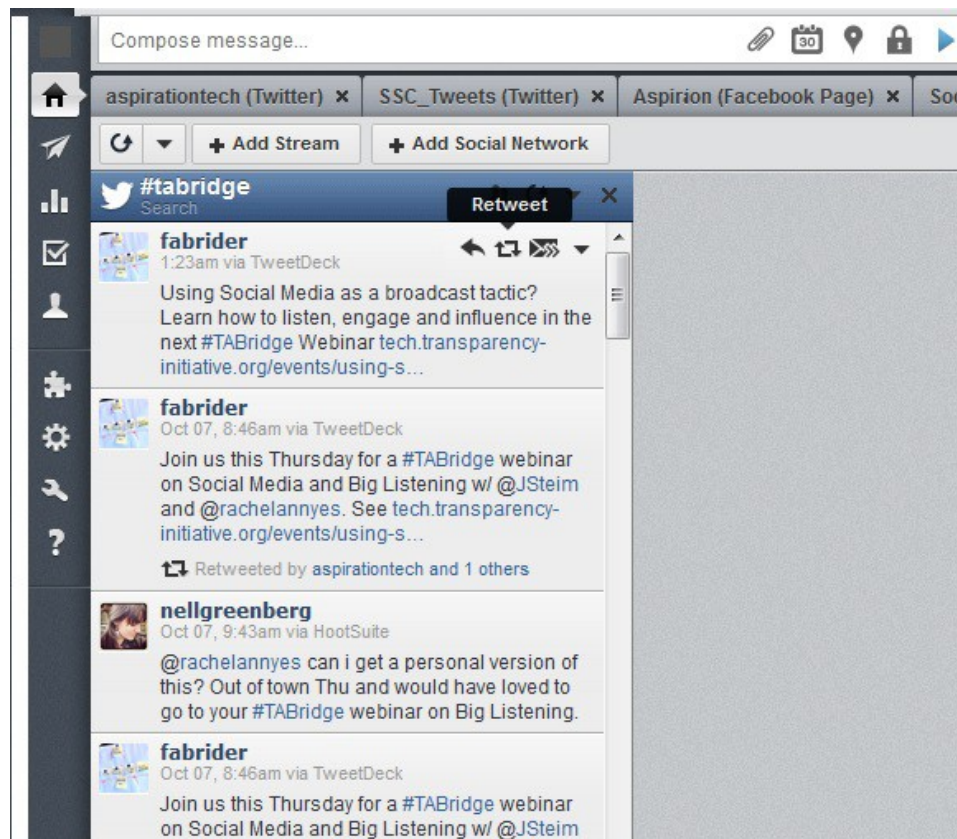
Twitter Listening

- ▶ 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.*

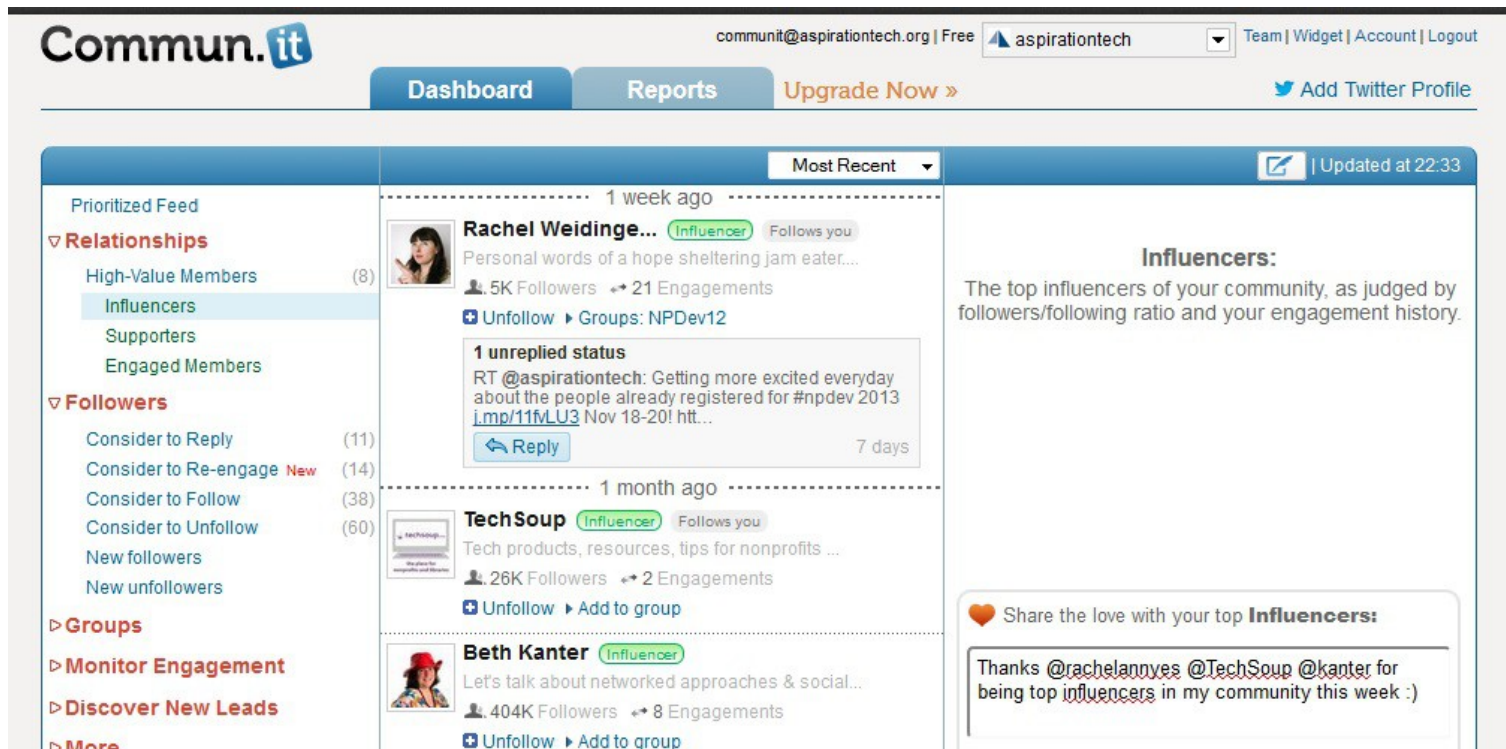
Twitter Listening

► www.hootsuite.com



Twitter Listening

► www.commun.it



The screenshot shows the Commun.it dashboard for the aspirationtech community. The interface includes a top navigation bar with the Commun.it logo, user information (communit@aspirationtech.org), and links for Team, Widget, Account, and Logout. Below this is a secondary navigation bar with Dashboard, Reports, and an Upgrade Now button. The main content area is divided into three columns. The left column contains a 'Prioritized Feed' with sections for Relationships (High-Value Members, Influencers, Supporters, Engaged Members) and Followers (Consider to Reply, Consider to Re-engage, Consider to Follow, Consider to Unfollow, New followers, New unfollowers). The middle column displays a feed of tweets, with the most recent tweet from Rachel Weidinge (@rachelannves) about NPDev13. The right column features an 'Influencers' section, which lists the top influencers based on followers/following ratio and engagement history. The influencers listed are TechSoup and Beth Kanter. A 'Share the love' section at the bottom right encourages users to thank their top influencers.

Commun.it | aspirationtech | Team | Widget | Account | Logout

Dashboard | **Reports** | Upgrade Now »

Prioritized Feed | Most Recent | Updated at 22:33

Relationships

- High-Value Members (8)
- Influencers**
- Supporters
- Engaged Members

Followers

- Consider to Reply (11)
- 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

1 week ago

Rachel Weidinge... (Influencer) Follows you
Personal words of a hope sheltering jam eater...
5K Followers ↔ 21 Engagements
Unfollow Groups: NPDev12

1 unreplied status
RT @aspirationtech: Getting more excited everyday about the people already registered for #npdev 2013 i.mp/11fLU3 Nov 18-20! htt...
Reply 7 days

1 month ago

TechSoup (Influencer) Follows you
Tech products, resources, tips for nonprofits ...
26K Followers ↔ 2 Engagements
Unfollow Add to group


Beth Kanter (Influencer)
Let's talk about networked approaches & social...
404K Followers ↔ 8 Engagements
Unfollow Add to group


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



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

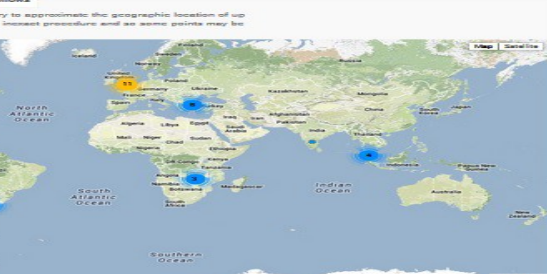
Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more.
[Subscribe now](#) for in-app following and more great features. [Want to search Twitter bios?](#)

 aspirationtech
 [analyze users they follow](#)
[Do it](#)

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

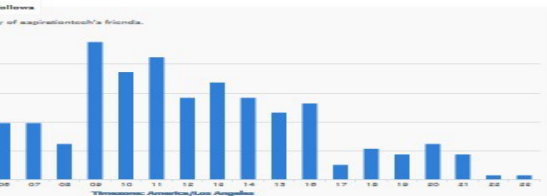
Mapped locations of users aspirationtech follows

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 so some points may be mislabeled incorrectly.



Most active hours for users aspirationtech follows

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



Tweet times a day. Search your target audience at the right time. We've integrated scheduling 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](#)

is: 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

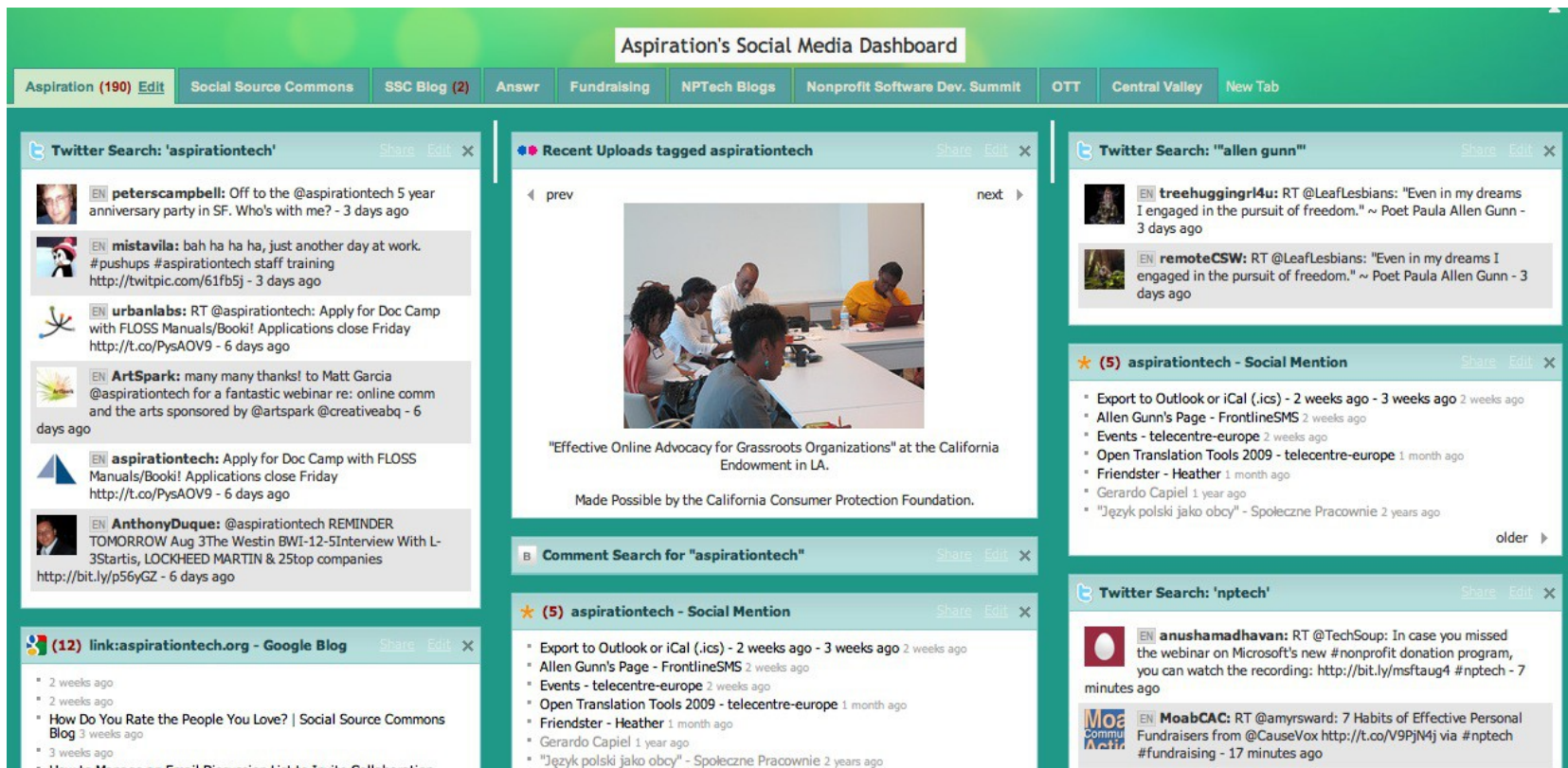


Online Listening Dashboards

- ▶ 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



The dashboard is titled "Aspiration's Social Media Dashboard" and features a navigation bar with tabs: Aspiration (190) Edit, Social Source Commons, SSC Blog (2), Answr, Fundraising, NP Tech Blogs, Nonprofit Software Dev. Summit, OTT, Central Valley, and 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
- AnthonyDuque:** @aspirationtech REMINDER TOMORROW Aug 3The Westin BWI-12-5Interview With L-3Startis, LOCKHEED MARTIN & 25top companies <http://bit.ly/p56yGZ> - 6 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

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

older ►

Twitter Search: "allen gunn"

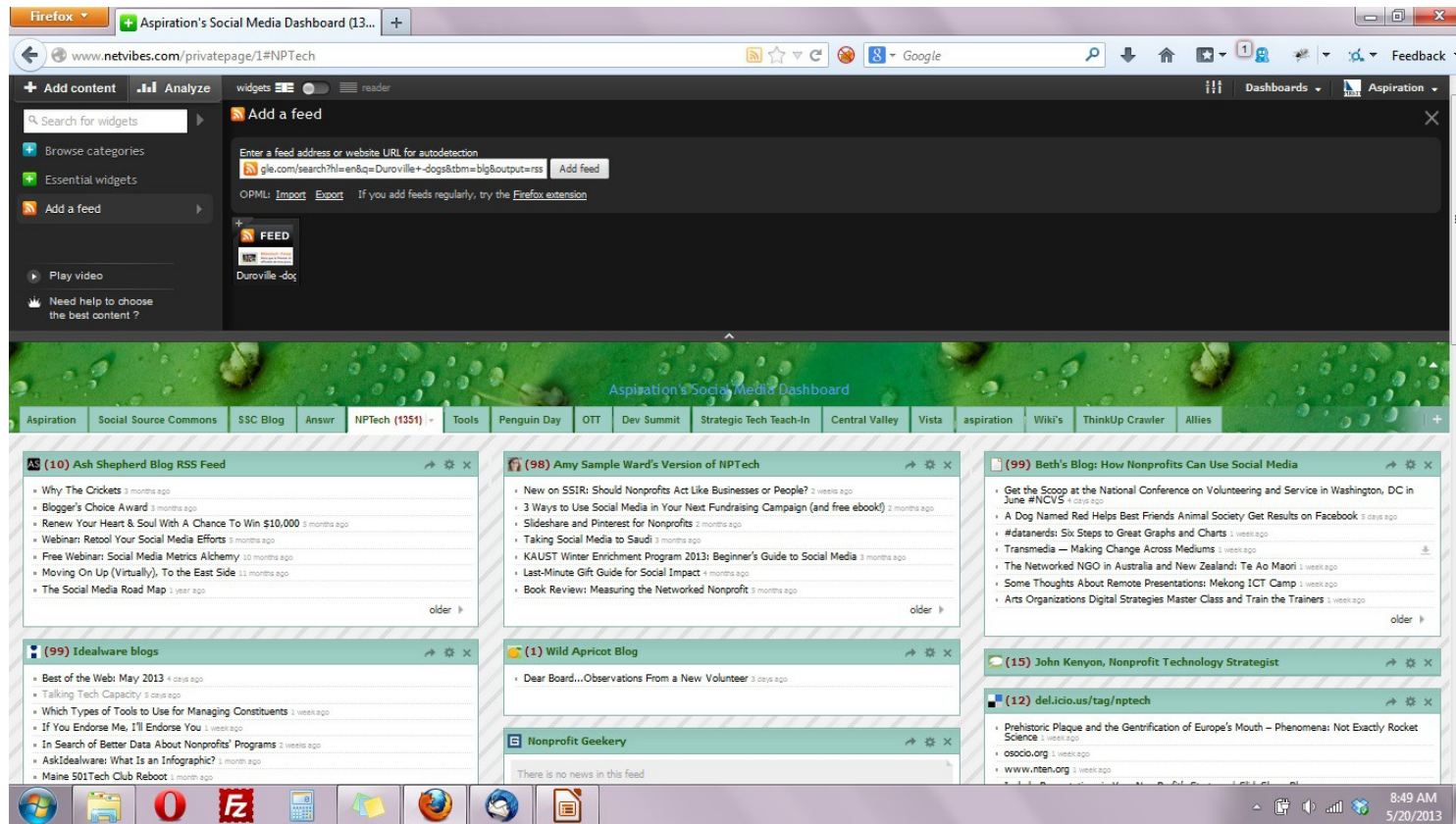
- treehuggingr14u:** RT @LeafLesbians: "Even in my dreams I engaged in the pursuit of freedom." ~ Poet Paula Allen Gunn - 3 days ago
- remoteCSW:** RT @LeafLesbians: "Even in my dreams I engaged in the pursuit of freedom." ~ Poet Paula Allen Gunn - 3 days ago

Twitter Search: 'np tech'

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

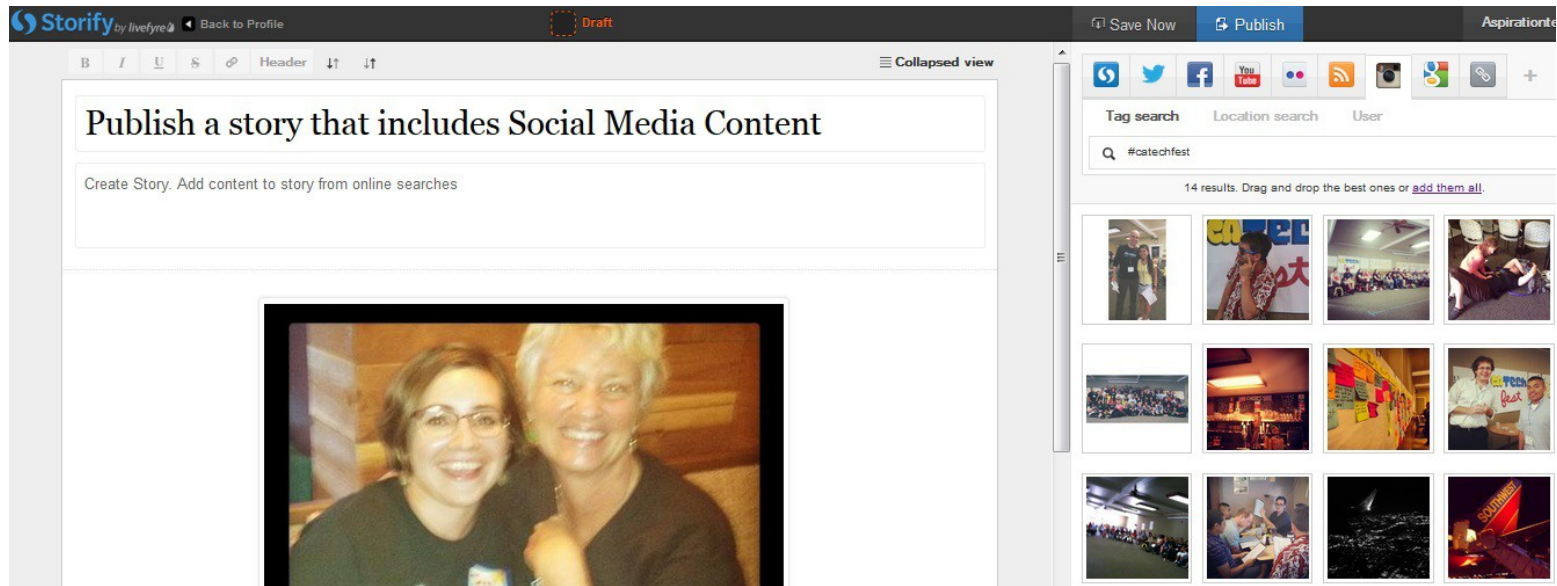
Online Listening Dashboard

► www.netvibes.com

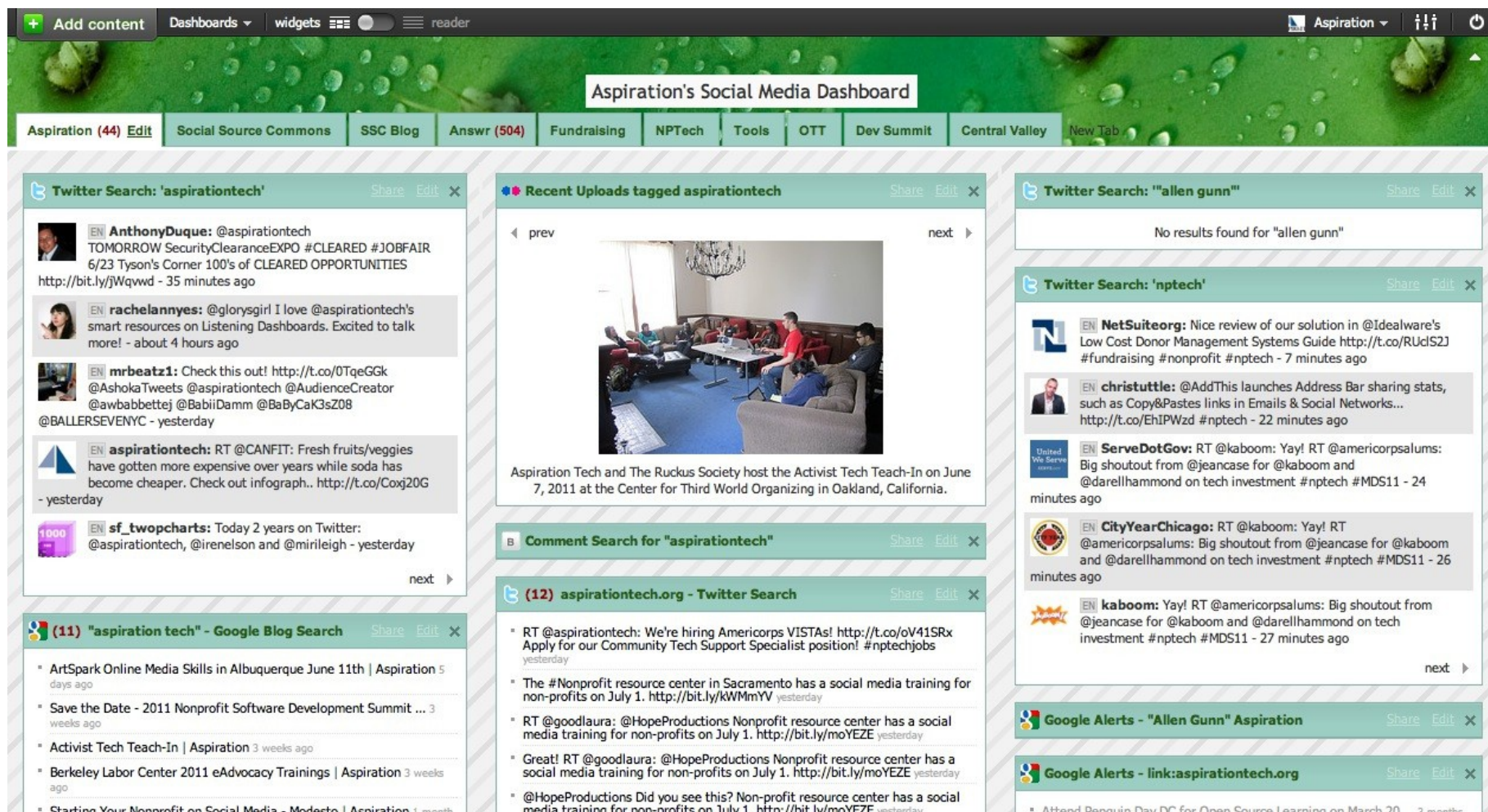


Online Listening Dashboards

► www.storify.com



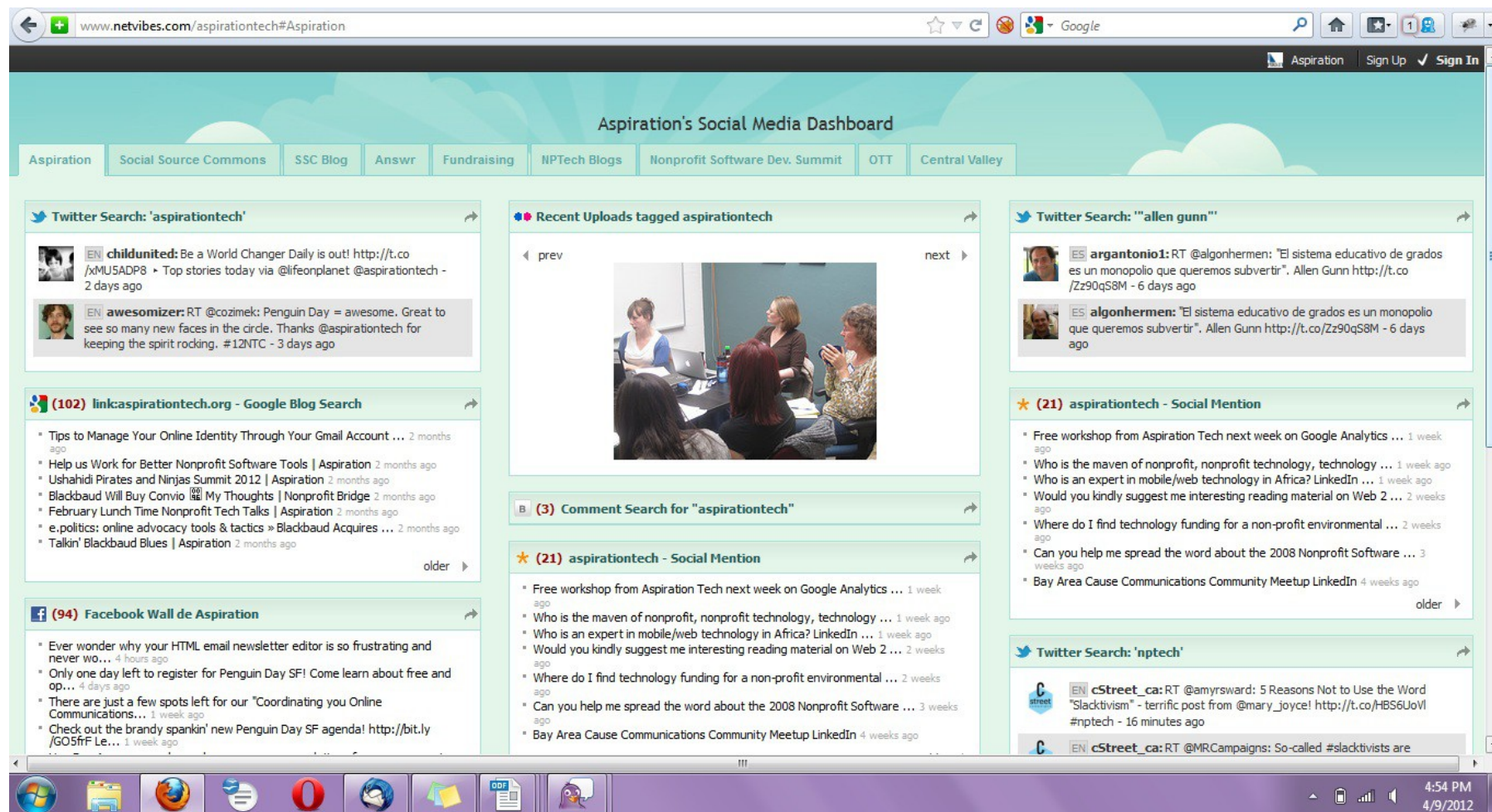
What a Dashboard Looks Like



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

- Twitter Search: 'aspirationtech'**: Displays tweets from users like @AnthonyDuque, @rachelannyes, @mrbeat21, and @aspirationtech.
- Recent Uploads tagged aspirationtech**: Shows a video of a group of people in a room, with a 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"'. Below it is another search for 'npotech' with results from NetSuiteorg, christuttler, ServeDotGov, CityYearChicago, and kaboom.
- Comment Search for "aspirationtech"**: Displays comments from users like @aspirationtech, @goodlaura, and @HopeProductions.
- (12) aspirationtech.org - Twitter Search**: Shows tweets from @aspirationtech, @goodlaura, and @HopeProductions.
- "(11) "aspiration tech" - Google Blog Search**: Lists blog posts such as 'ArtSpark Online Media Skills in Albuquerque June 11th', 'Save the Date - 2011 Nonprofit Software Development Summit', and 'Activist Tech Teach-In'.
- Google Alerts - "Allen Gunn" Aspiration** and **Google Alerts - link:aspirationtech.org**: Provide alert options for specific keywords and the organization's 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'

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

(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

(94) Facebook Wall de Aspiration

- Ever wonder why your HTML email newsletter editor is so frustrating and never wo... 4 hours ago
- Only one day left to register for Penguin Day SF! Come learn about free and op... 4 days ago
- There are just a few spots left for our "Coordinating you Online Communications... 1 week ago
- Check out the brandy spankin' new Penguin Day SF agenda! <http://bit.ly/GOSfrf> Le... 1 week ago

Recent Uploads tagged aspirationtech

prev next



(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: "allen gunn"

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

(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
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- 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: 'np tech'

- cStreet_ca:** RT @amyrsward: 5 Reasons Not to Use the Word "Slacktivism" - terrific post from @mary_joyce! <http://t.co/HBS6UoVl> #np tech - 16 minutes ago
- cStreet_ca:** RT @MRCampaigns: So-called #slacktivists are

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

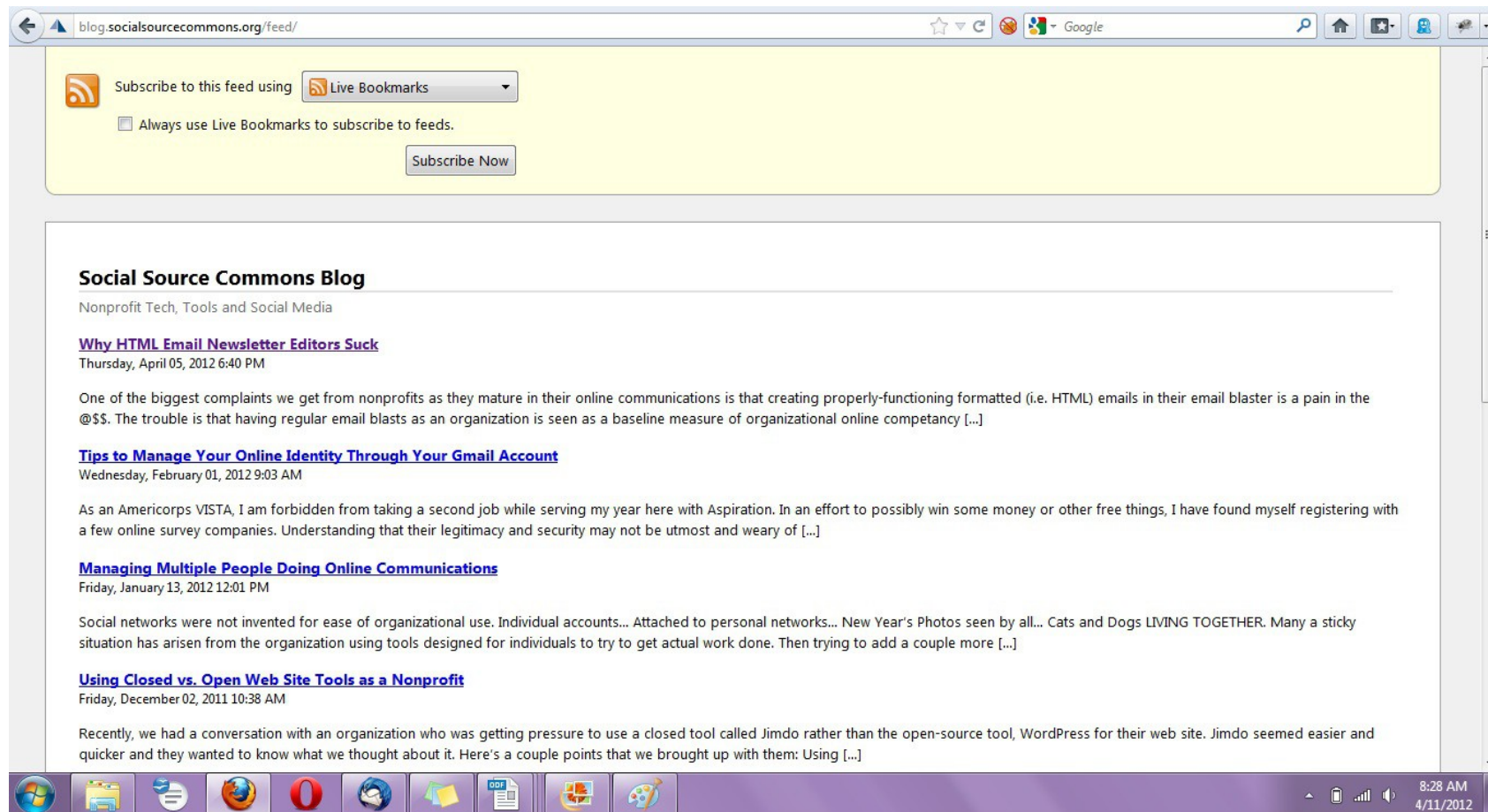
- ▶ RSS “feeds” allow people to see when there is new content on a web page by “subscribing”
 - ▶ e.g. blog posts

Find & Click the RSS Icon



The screenshot shows a web browser window displaying the "Social Source Commons Blog". The browser's address bar shows "blog.socialsourcecommons.org". The website has a blue header with the title "Social Source Commons Blog" and the subtitle "Nonprofit Tech, Tools and Social Media". Below the header is a navigation menu with links: Home, About, Best Practices, Social Media, Social Source Commons, and Toolboxes. The main content area features an article titled "Why HTML Email Newsletter Editors Suck" by Matt, dated April 5, 2012. The article text discusses the challenges of creating properly formatted HTML emails. To the right of the article is a "Connect with SSC" section containing icons for RSS, Twitter, and Facebook. Below these icons is a search bar with the text "Search..." and a "Go!" button. Further down is a "Featured SSC Blog Posts" section with a list of articles: "Facebook vs. Twitter", "Cross Posting on Facebook Org Pages", "Keeping Your Privacy Online", and "Nonprofit Audiences". The Windows taskbar at the bottom shows the time as 8:28 AM on 4/11/2012.

RSS Subscribe Page



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




Jessica Steimer

Alerts

Search query:

Result type: Everything

How often: As-it-happens

How many: All results

Deliver to: Feed

CREATE ALERT

Manage your alerts

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

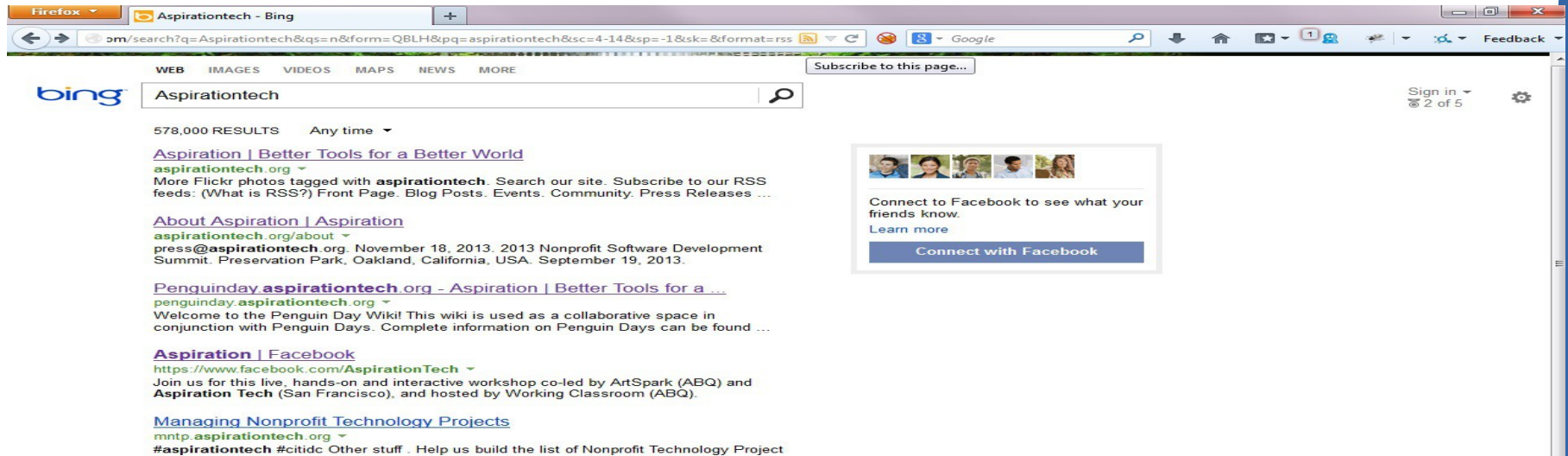
Transparency Groups to Congress: Appropriations Logjam Hurts Democracy
Huffington Post
"Americans can't be left behind when it comes to **federal budget** and tax issues. In recent years, political brinkmanship has prevented **us** from having a more accountable government. Now is the time for greater **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: www.bing.com/search?q=Aspirationtech&qs=n&form=QBLH&pq=aspirationtech&sc=4-14&sp=-16&sk=8&format=rss. The search results page displays the following content:

578,000 RESULTS Any time ▾

[Aspiration | Better Tools for a Better World](#)
aspirationtech.org ▾
 More Flickr photos tagged with **aspirationtech**. Search our site. Subscribe to our RSS feeds. (What is RSS?) Front Page. Blog Posts. Events. Community. Press Releases ...

[About Aspiration | Aspiration](#)
aspirationtech.org/about
 press@**aspirationtech**.org. November 18, 2013. 2013 Nonprofit Software Development Summit. Preservation Park, Oakland, California, USA. September 19, 2013.

[Penguinday.aspirationtech.org - Aspiration | Better Tools for a ...](#)
penguinday.aspirationtech.org ▾
 Welcome to the Penguin Day Wiki! This wiki is used as a collaborative space in conjunction with Penguin Days. Complete information on Penguin Days can be found ...

[Aspiration | Facebook](#)
<https://www.facebook.com/AspirationTech> ▾
 Join us for this live, hands-on and interactive workshop co-led by ArtSpark (ABQ) and **Aspiration Tech** (San Francisco), and hosted by Working Classroom (ABQ).

[Managing Nonprofit Technology Projects](#)
mntp.aspirationtech.org ▾
#aspirationtech #citidc Other stuff . Help us build the list of Nonprofit Technology Project

On the right side of the page, there is a Facebook connection prompt:

Connect to Facebook to see what your friends know.
[Learn more](#)
[Connect with Facebook](#)

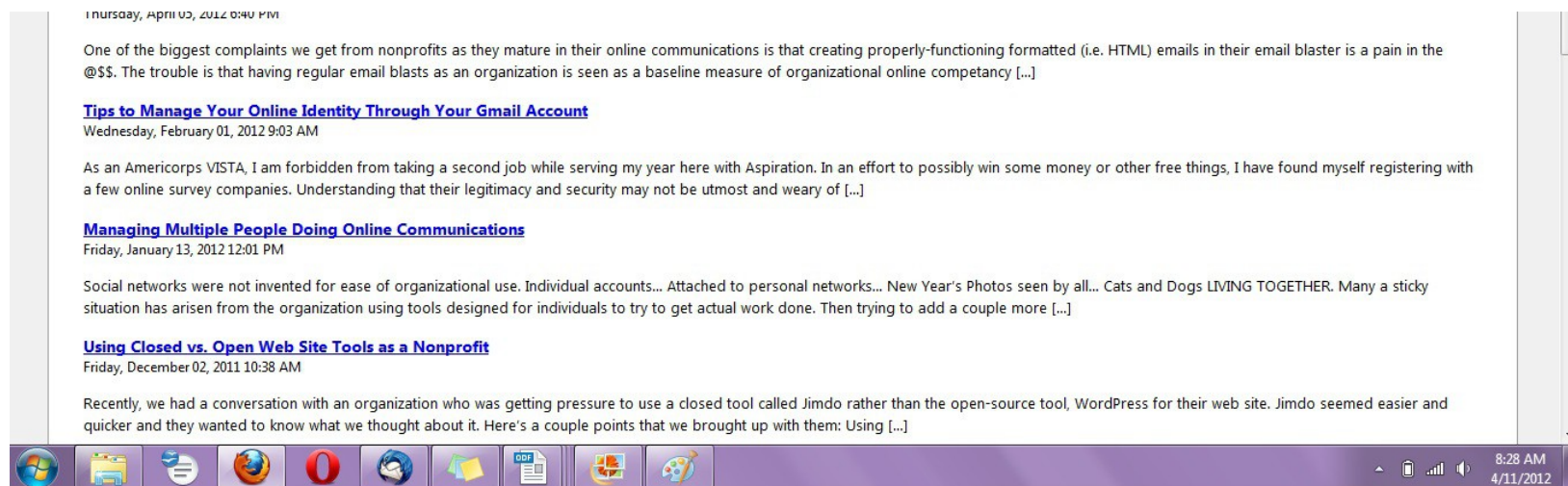
New Content Feeds

► 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



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