



SOCIAL MEDIA RESOURCES



WEBSITES & BLOGS

Mashable

www.mashable.com

Social Media Governance

www.socialmediagovernance.com

Intel's Social Media Rules of Engagement

www.intel.com/sites/sitewide/en_US/social-media.htm

LinkedIn Group: Web 2.0 for Higher Education

www.linkedin.com/groups?home=&gid=1221447

SomePRTips

someprtips.wordpress.com

Non-profit Technology Network (NTEN)

www.nten.org/blog

Beth Kanter

http://beth.typepad.com/beths_blog

Chronicle of Philanthropy

<http://philanthropy.com/section/Blogs/208>

Kami Huyse

<http://overtonecomm.blogspot.com>

Jeremiah Owyang

www.web-strategist.com/blog

NonProfit Times

<http://nptimes.blogspot.com>

Nonprofit Marketing Guide

www.nonprofitmarketingguide.com/blog

Copyblogger

www.copyblogger.com

Social Media & Inbound Marketing for Nonprofits

<http://johnhaydon.com>

Socialbrite Social Media Tools for Social Change

www.socialbrite.org

Nonprofit Tech 2.0: A Social Media Guide

<http://nonprofitorgs.wordpress.com>

Wild Apricot

www.wildapricot.com/blogs/newsblog

CASE Social Media Resources

www.case.org/Samples_Research_and_Tools/Samples/Social_Media_Policies.html

Inside Facebook

www.insidefacebook.com

TOOLS

Monitter | www.monitter.com

Hootsuite | www.hootsuite.com

Social Mention | www.socialmention.com

TweetDeck | www.tweetdeck.com

CoTweet | www.cotweet.com

Seismic Desktop | www.seismic.com

BackUpMyTweets | www.backupmytweets.com

Feed My Inbox | www.feedmyinbox.com

Gowalla | <http://gowalla.com/>

Whrrl | <http://whrrl.com/>

URL Shorteners | bit.ly / j.mp / goo.gl / is.gd

WHO TO FOLLOW ON TWITTER

@twitter

@facebook

@google

@Twitter_Tips

@socialmedia411

@aplusk

@nonprofitorgs

@highedmarketing

@grammargirl

@higherexperts

@socialmediacub

@livestrong

@joinred

@ntenhross

@kanter

@Philanthropy

@kamichat

@jowyang

@mashable

@NonProfitTimes

@kivilm

@copyblogger

@johnhaydon

@socialbrite

@nonprofitorgs

@rjleman

@someprtips

@sofresh

SERVICES

Twitter | www.twitter.com

Facebook | www.facebook.com

MySpace | www.myspace.com

YouTube | www.youtube.com

Foursquare | www.foursquare.com

Posterous | www.posterous.com

Blogspot | www.blogspot.com

Wordpress | www.wordpress.com

Google Buzz | buzz.google.com

LinkedIn | www.linkedin.com

ARTICLES

<http://mashable.com/2010/03/26/non-profits-youtube/>

www.nptimes.com/10Mar/breakingnews-100303-1.html

<http://mashable.com/2010/02/26/twitter-fundraising/>



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5 QUICK STEPS TO GETTING STARTED.

1. **Do it for yourself, first.** Jump in with a personal account so you can learn the lay of the land, conventions and explore. Better to make mistakes with your personal account.
2. **Research.** Visit www.mashable.com to see what the latest trends and tips are.
3. **Develop a policy.** Does your organization have a formal policy for handling social media? Who is authorized to engage in social media strategies on behalf of the organization? These will help you manage any issues that might arise.
4. **Find your voice.** You may need to slightly modify your writing style to fit 140 characters, but don't lose your organization's voice and character. Social media is about having a "personal" connection with another entity. Be authentic.
5. **Measure.** It can be difficult to do and take extra time, but when your leadership asks for the ROI on social media, present them with a plethora of numbers, including: # of followers, retweets, comments, likes, click-throughs and more.

WHEN SHOULD I TWEET?

(adapted from Ann Wylie's "Time it right," Jan. 6, 2010)

Adjust your time depending on what part of the globe you want to reach during business hours. According to Jakob Nielsen, he tweets at 9:01 a.m. because that incorporates business hours through California and the U.K. Because tweeting isn't like an e-mail inbox, you want your tweet to be viewed sooner, rather than later. Once it gets bumped further down the page—or onto another page—consider your tweet old news. Tweeting at one minute past helps your message appear after those who set theirs to tweet on the hour.

The most popular day to tweet is Tuesday. 15.7 percent of all tweets, according to a report on Twitter usage by social media analytics provider Sysomos, occurs on Tuesdays. After that, you can bet on Wednesday (15.6 percent) and Friday (14.5 percent).

Get retweeted on Fridays. 4 p.m. on Fridays, according to viral marketing scientist Dan Zarrella, is the most popular time to retweet. And don't forget to give a shout-out to your fans with #FF (Follow Friday) and thank those who #FF you.

Click to learn more on Thursday, Sunday and then Saturday around 2 p.m. According to Zarrella, these are the best days for getting click-throughs on your tweets. This is due to "link fatigue" at other times, when there is a lot of activity (tweets, links, etc. occurring).

SHOULD I LINK MY FACEBOOK PAGE STATUS AND TWITTER STATUS?

Yes, but no. Facebook Pages allow you to update your Twitter status automatically. Thus, when you post something to your Facebook Page, it's already tweeted to all of your followers. One less thing to do right? Wrong. Consider what it is that you are updating your Facebook Page with. If you're telling your Facebook Fans to "Follow us on Twitter" your Twitter followers are going to realize that you're not talking directly to them. Don't automate your organization's voice and personality. Consider only linking certain elements, such as Photo Albums, Links, Notes and Event creations. But leave the status updates at the door. www.facebook.com/twitter

PRESENTER

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130 characters remaining

Thank you!