

Digital Tactics: Online to Offline

The **SOCIAL MEDIA** **Primer**

**Technology is
only as good
as the people
it connects**

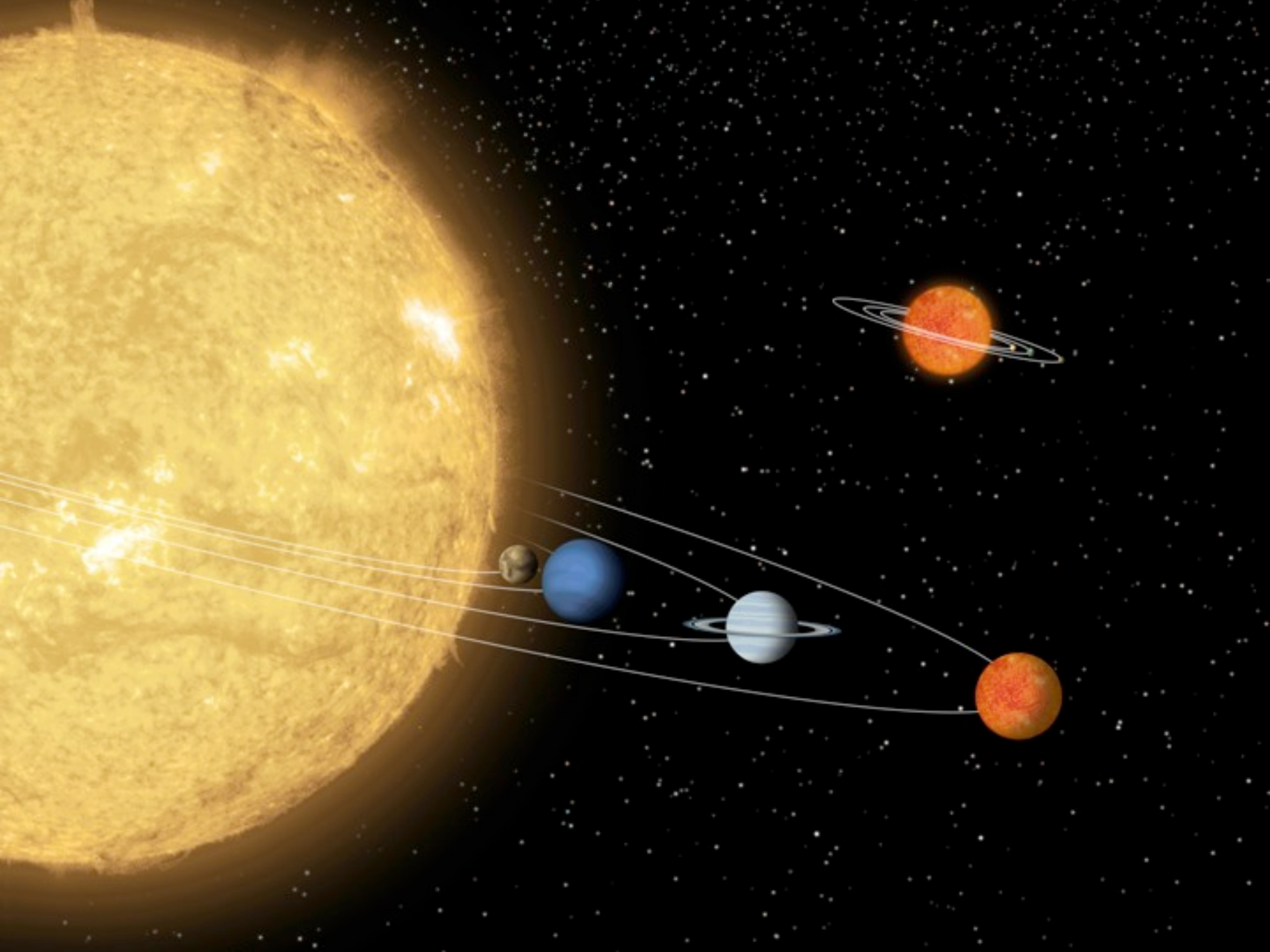
Static content >>
Dynamic flow



Push out >>
Pull in



Destination >>
Presence



Five Main Tools

Blogs

YouTube

Flickr

Facebook

Twitter

Four Key Tactics

- be real
- stand out
- involve
- interact

Blogs

Beth's Blog: How Nonprofits Can Use Social Media

A place to capture and share ideas, experiment with and exchange links and resources about the adoption challenges, strategy, and ROI of nonprofits and social media.



About Beth Kanter

[Beth Kanter: About](#)

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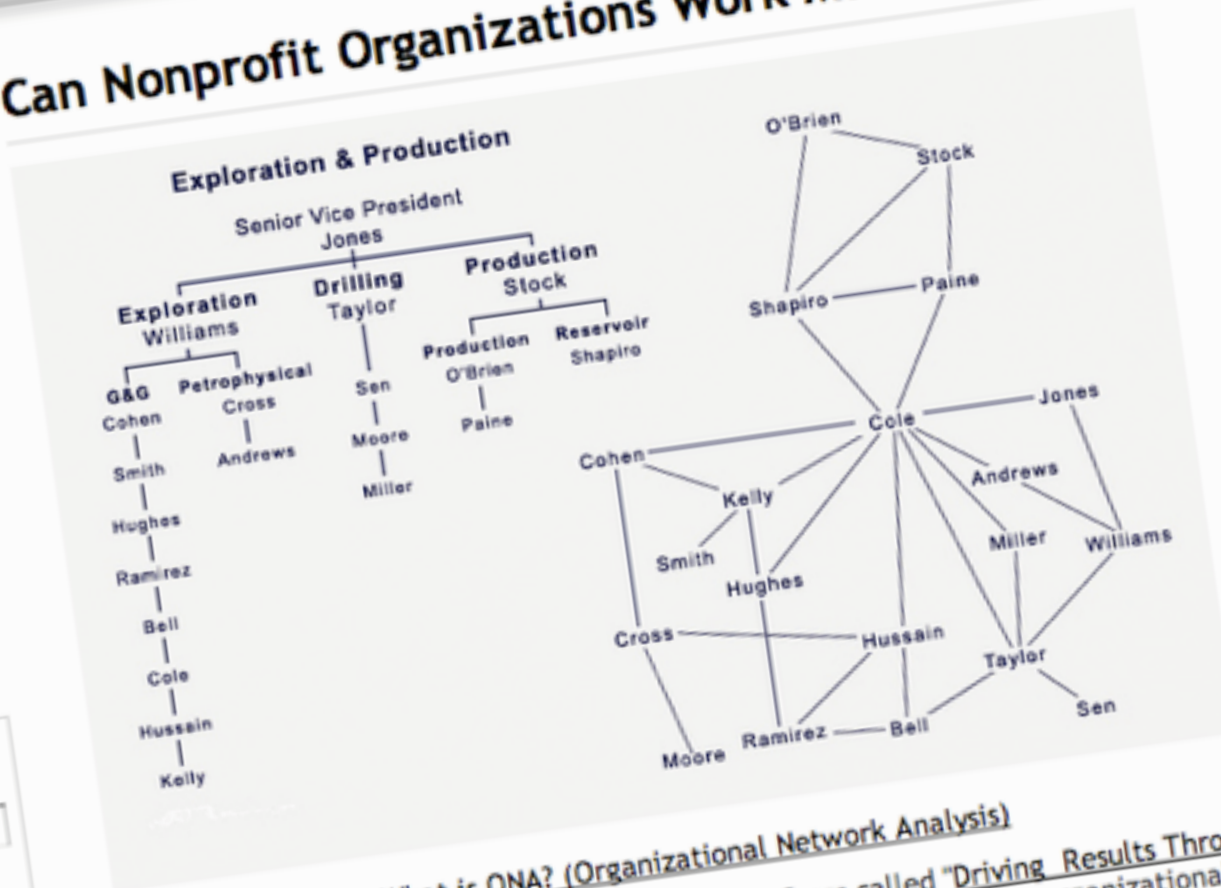
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Can Nonprofit Organizations Work More Like Clouds? How?



Source: [Rob Cross, What is ONA? \(Organizational Network Analysis\)](#)

The illustration above comes from a book by Rob Cross called "[Driving Results Through Social Networks](#)" which is about how to leverage informal networks within your organization or cross-organizational teams. I'm giving my copy away, but that isn't the point of this post.

I am still thinking the Cloud, Storm, and Tower keynote that Mark Pesce delivered at ConnectingUp Australia where he suggested that nonprofits need to "look more like a cloud." The visual above sort of illustrates Tower organizations versus Cloud organizations.

Let's go back and dissect one of Mark's points:

Change your organization's culture, work style, and tools to "look more like a cloud." He said:

Change your organization so that it looks more like the cloud, you'll have an easier time because of 'message discipline' only a very few people are allowed

http://beth.typepad.com/beths_blog/

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conversations

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I love this idea of cloud communication. YNPN San Diego is run almost entirely virtually...it's a lot of work in some ways, but also provides the benefits of being easily accessible for volunteers. Leadership models change a bit under this system as well which is something to be very sensitive about.



Posted by: [Emily Davis](#) | [May 15, 2009 at 02:47 PM](#)

Can Nonprofit Organizations Work More Like Clouds? How?

I think that the taller - and broader - the tower is, the more resistant it will be to "cloud mentality." On the other hand, the recession is prime breeding ground for clouds, since quite a few small and medium towers are collapsing...or at least toppling.

This reminds me of why/how Dilbert became so popular: people collectively rejected the notion of sitting like drones in cubes, obeying the spewings of the "pointy-haired-boss," without regard to logic. Scott Adams' philosophy all along has been that employees should leave corporate America and find their own way, start their own companies, etc.

Just as there are some orgs who are still afraid of what their employees "might do" if they were to allow telecommuting, etc., those same people are afraid to release "control" to their constituents in social media. (Who knows what they might SAY about the organization if we didn't have our finger constantly on the [permit post] or [delete] button? GASP!)

The organizations that encourage departments to work TOGETHER, rather than pit them against one another (IT vs Communications, Mail vs. Web, Development vs. Membership, etc.) will see the clouds form more naturally, instead of everyone working in the silos that erupt in classic tower formation.

Posted by: [Valerie Lambert](#) | [May 15, 2009 at 03:08 PM](#)

We have some clouds floating over and around the silos where the work is getting done. It can be frustrating when meetings are silo based and you begin to feel as if you have been there and done that on discussions. We need to recognize our clouds and integrate them into the system.



Posted by: [Ruth McLean Dawson](#) | [May 15, 2009 at 03:11 PM](#)

The cloud image above reminds me of a mesh computer network rather than a company organizational flow chart. It also seems to be more organic than button down.

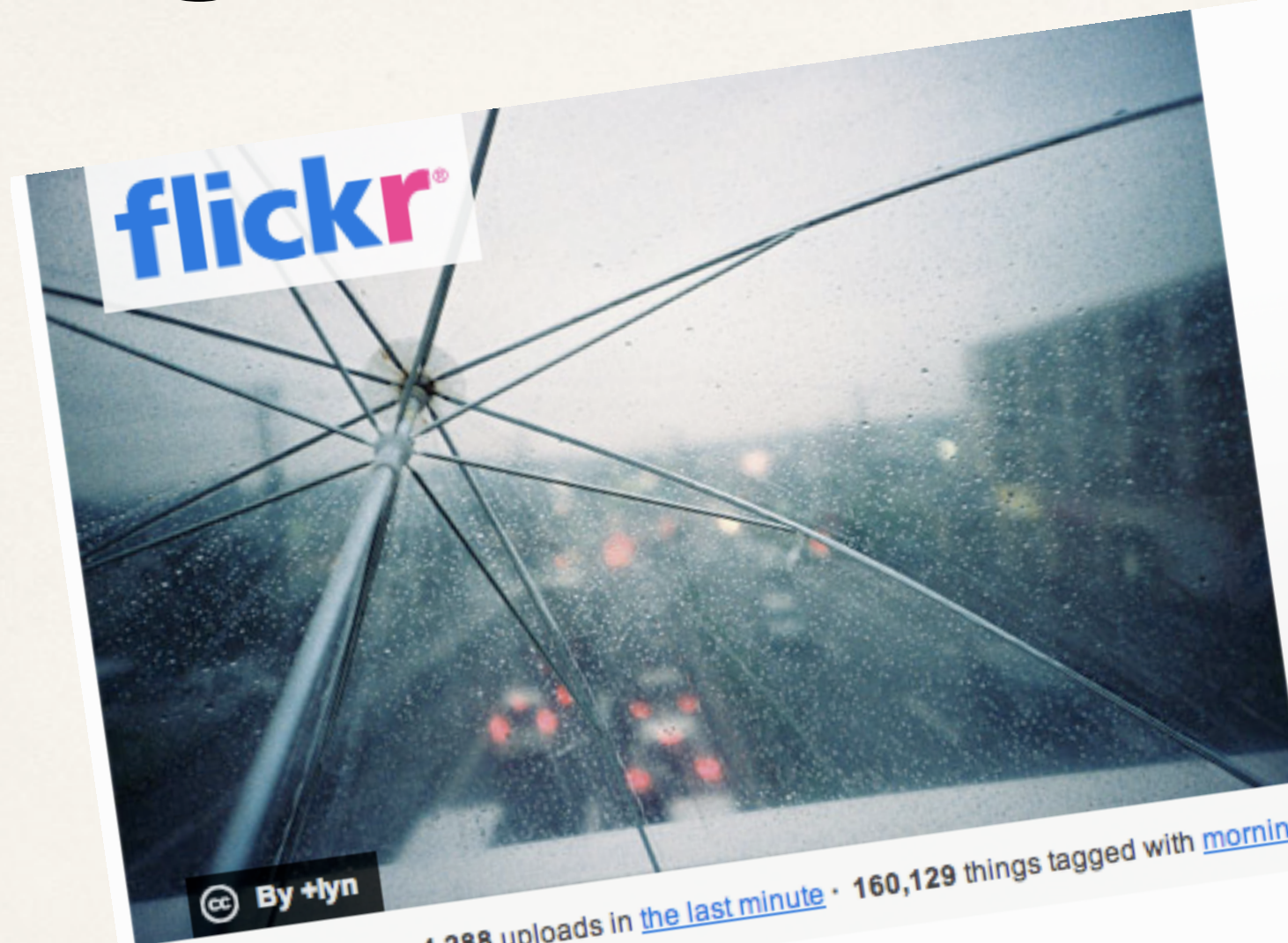
That said my nonprofit is working more like a cloud by allowing for more open communication, continuing to foster new ideas from staff at all levels.

We already have used cloud computing for some time and continue to expand it's use internally

<http://ncesocialmedia.wordpress.com/2009/03/25/the-benefits-of-the-cloud/#comment-24>



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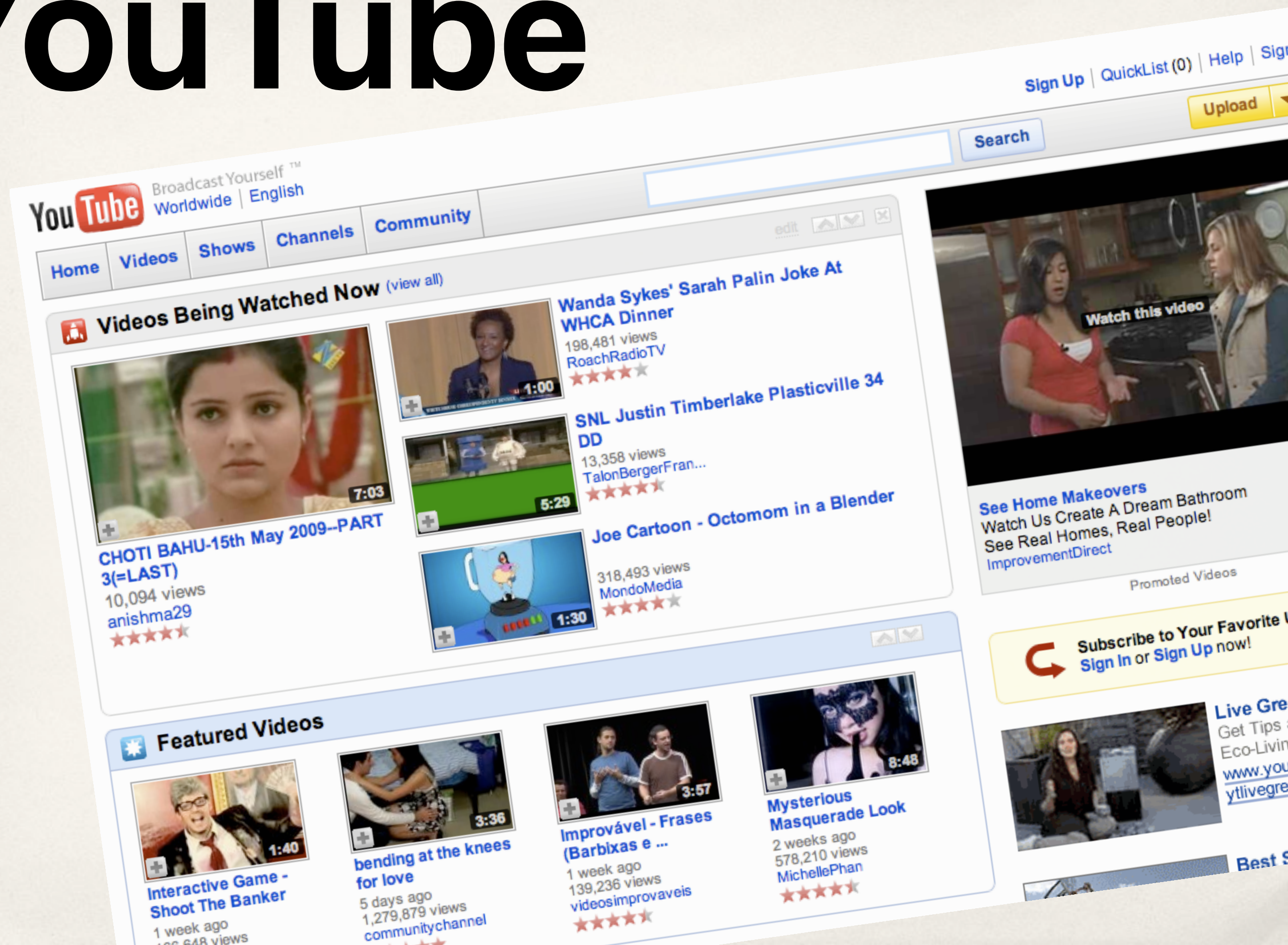
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viewed per day

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Last Sign In: 6 months ago

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Subscribers: 891

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From: helpthehoneybees

Views: 356,356

Comments: 687

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10 months ago

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Death of the Honeybee

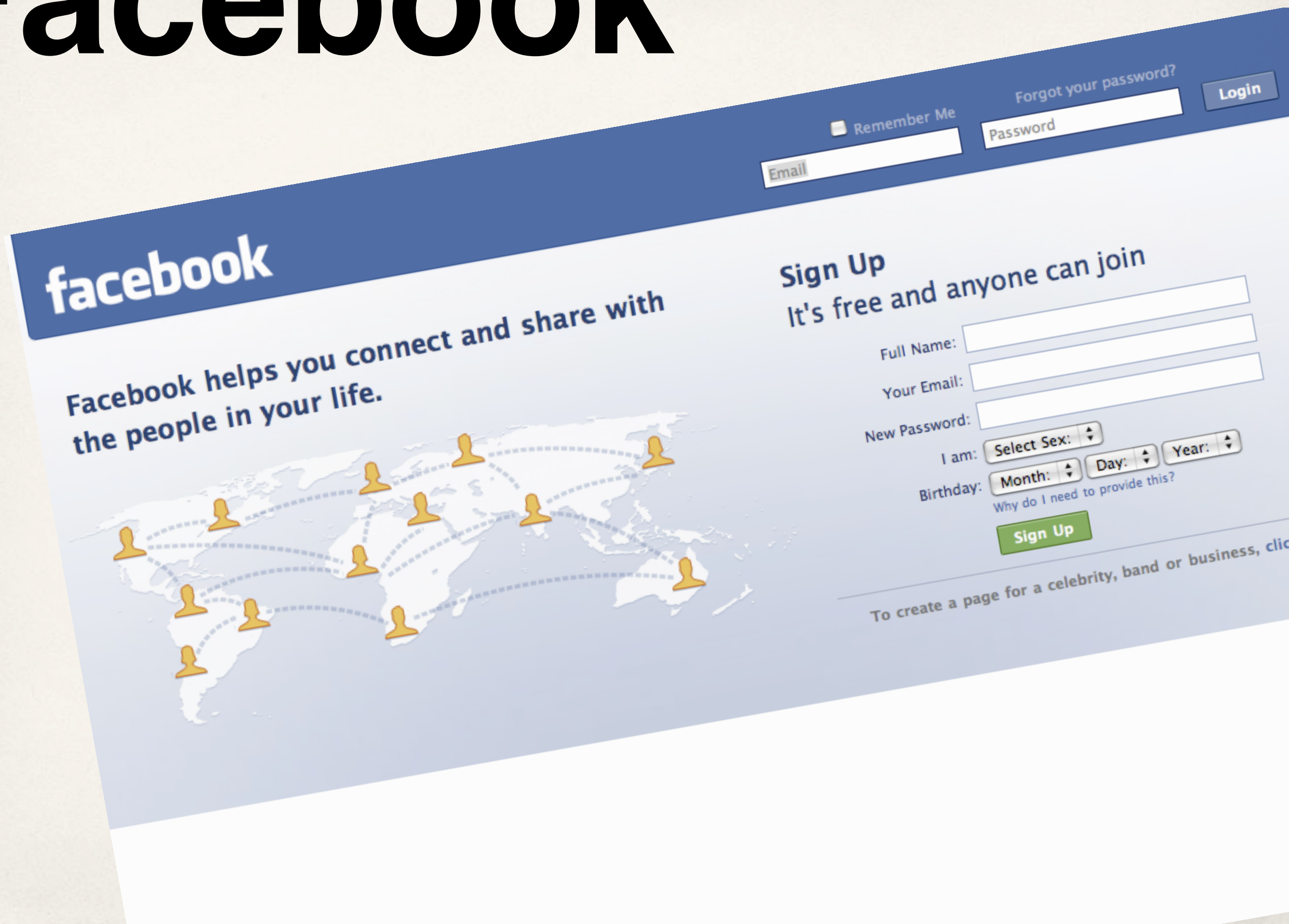
1 year ago

356,360 views

helpthehoneybees



Facebook



facebook

Facebook helps you connect and share with
the people in your life.



Sign Up

It's free and anyone can join

Full Name:

Your Email:

New Password:

I am:

Select Sex: ▾ ▴

Birthday:

Month: ▾ ▴

Day: ▾ ▴

Year: ▾ ▴

Why do I need to provide this?

Sign Up

To create a page for a celebrity, band or business, clic

Email

☐ Remember Me

Forgot your password?

Password

Login

stay socially
connected

400 million
registered users

3 billion minutes
spent per day

Fan Pages

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American Red Cross

join us!
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The American Red Cross is a humanitarian organization led by volunteers. We provide relief to victims of disaster and help people prevent, prepare for, and respond to emergencies.

Information

Founded:
1881

Fans

6 of 60,951 fans See All


John Haydon


Matthew Wohlgamuth


Eduardo Luis Maziri Vera

American Red Cross Become a Fan

Wall Info Events Boxes Photos YouTube Box >>

Basic Info

Founded: 1881

Detailed Info

Website: <http://www.redcross.org>

Mission: The American Red Cross is where people mobilize to help their neighbors—across the street, across the country, and across the world—in emergencies. Each year, in communities large and small, victims of some 70,000 disasters turn to neighbors familiar and new—the more than half a million volunteers and 35,000 employees of the Red Cross.

Through over 700 locally supported chapters, more than 15 million people gain the skills they need to prepare for and respond to emergencies in their homes, communities and world.

Some four million people give blood—the gift of life—through the Red Cross, making it the largest supplier of blood and blood products in the United States. And the Red Cross helps thousands of U.S. service members separated from their families by military duty stay connected.

Donate.
Give Blood.
Advocate.
Volunteer.
Get trained.

Join Us in our other social media spaces:

Blog
<http://blog.redcross.org>

Youth Blog
<http://redcrossyouth.org>

YouTube
<http://www.youtube.com/amredcross>

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Advertise

Give a Gift



The "Tree Frog" gift is available now in the Gift Shop.

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12Next



Army Wives Lends a Hand

10 photos



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5 photos



American Red Cross Disaster Relief

18 photos



Did you know?

7 photos



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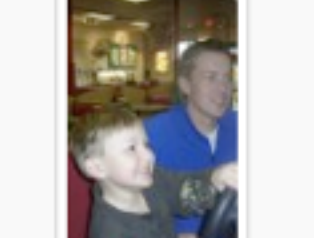














Events

facebook

HomeProfileFriendsInbox

Scott HendersonSettingsLogout

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31

World Red Cross Red Crescent Day

Host: American Red Cross

Type: Other – Festival

Network: Global

Date: Friday, May 8, 2009

Time: 12:05am – 11:55pm

Location: All around the world

Description

On May 8, the American Red Cross will join with the other 185 national Red Cross and Red Crescent societies from around the globe to celebrate World Red Cross Red Crescent Day. Will you join us?

Confirmed Guests

This event has 53 confirmed guests

See All



Summer McQuoid



Kirk Douglas McVittie



Nicole Holtgrefe



Catherine Kane



Desman Gabriel



Carey Ann Misia



Christine Birhanzi

The Wall

Displaying all 5 wall posts

See All

RSVP to this event to post



Kirk Douglas McVittie wrote at 7:13pm on May 7th, 2009

<http://www.icrc.org/Web/eng/siteeng0.nsf/html/57JQZ6>

It's the birthday of Henry Dunant, born in Geneva in 1828, recipient of the first Nobel Peace Prize. But the anniversary took an unexpected course before being adopted by the Movement...

In 1922, just after World War I, there was a general yearning for peace. In the Czech Republic and Slovakia – then one State, Czechoslovakia – the National Society proclaimed a three-day truce at Easter to promote peace. An eminent government leader of the time summed up the underlying aspirations of that initiative as follows: "Our Red Cross wants to prevent diseases so that it will not be



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Your RSVP

☐ Attending

☐ Maybe Attending

☐ Not Attending

Other Information

- Guests are allowed to bring friends to this event.

Other Invites

Maybe Attending (6)

See All



Grace Lee



Abrar Qureshi



Rosario Claudio La Placa

Not Attending (2)



Shah Alam



Bob Valvano

Awaiting Reply (3)

See All

Twitter



SCOTTY HENDO

twitter

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What are you doing?

140

Latest: @billshore Looking forward to meeting you at CMF '09. Will you be in town on Tuesday to join us for this ->
<http://twtvite.com/7j3zpc> about 2 hours ago

update

Home



johnhaydon Seismic Twitter Desktop Client - Video Tutorial (1 of 3) <http://post.ly/ehG>

less than a minute ago from Posterous



DannyBrown RT @zyOzyfounder: Donors are now focusing less on charity and more on the continent's (Africa) small entrepreneurs <http://bit.ly/2NXA33>

2 minutes ago from Seismic Desktop



LLiu Never watched Jon & Kate Plus 8 but read abt recent probs (<http://bit.ly/6edLD>) in InTouch mag. Need 2focus on kids instead of themselves!

5 minutes ago from web



eadvocate RT @VeronicaDLCruz Sometimes it has to get really dark to see the stars. #Eric

5 minutes ago from web



ajkeen Top Twitter users in Berkeley, CA... <http://bit.ly/o9L8Y> top six = the good, the bad and the ugly

5 minutes ago from TweetDeck



om the incredible app store hype. aka the long tail has been chopped to bits on iphone store <http://bit.ly/NsXYC>

9 minutes ago from TweetDeck



moehlert RT @om Quietly, Netvibes Grows Its Revenue <http://tinyurl.com/oqm52l>

9 minutes ago from PeopleBrowsr



scottyhendo

188 following 1,260 followers 5,881 updates

Twit-pic

n. an image shared on Twitter via Twitpic; a photo sharing service.

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#3wordsduringsex

Kate

Jon & Kate Plus 8

Happy Memorial Day

#musicmonday

Kobe

#twitterfilms

Denver

Birdman

Mike Tyson's

Following

RSS feed

scott.henderson
@mediasauce.com

SCOTT

real-time
sharing

7 million
daily visitors

12.3 million

18-34 years old

Monthly Traffic

Updated 3/2010 • Next: 4/2010

People per day week month

Range 1w 1m 3m 6m 1y All

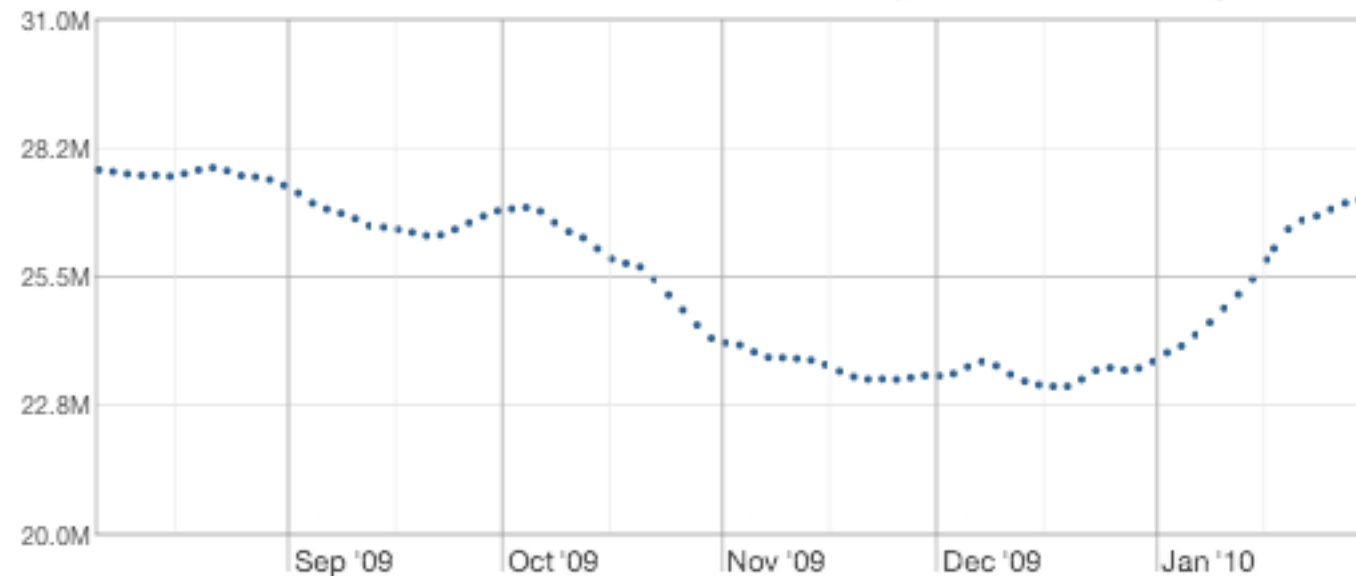
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Monthly United States People
08/05/09 - 01/31/10

— Directly Measured Rough Estimate



twitter.com

● US 27.3M Max: 28.0M 08/21/09
Global global stats not yet available for estimated data

Rough Estimate

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Audience Also Likes

Data Source: United States

The people who visit twitter.com are also likely to visit these categories and sites:

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Science & Technology

| | |
|----------------|------|
| Techcrunch | 9.3x |
| Wired Magazine | 4.6x |
| com.com | 4.0x |
| physorg.com | 4.0x |

News/Information

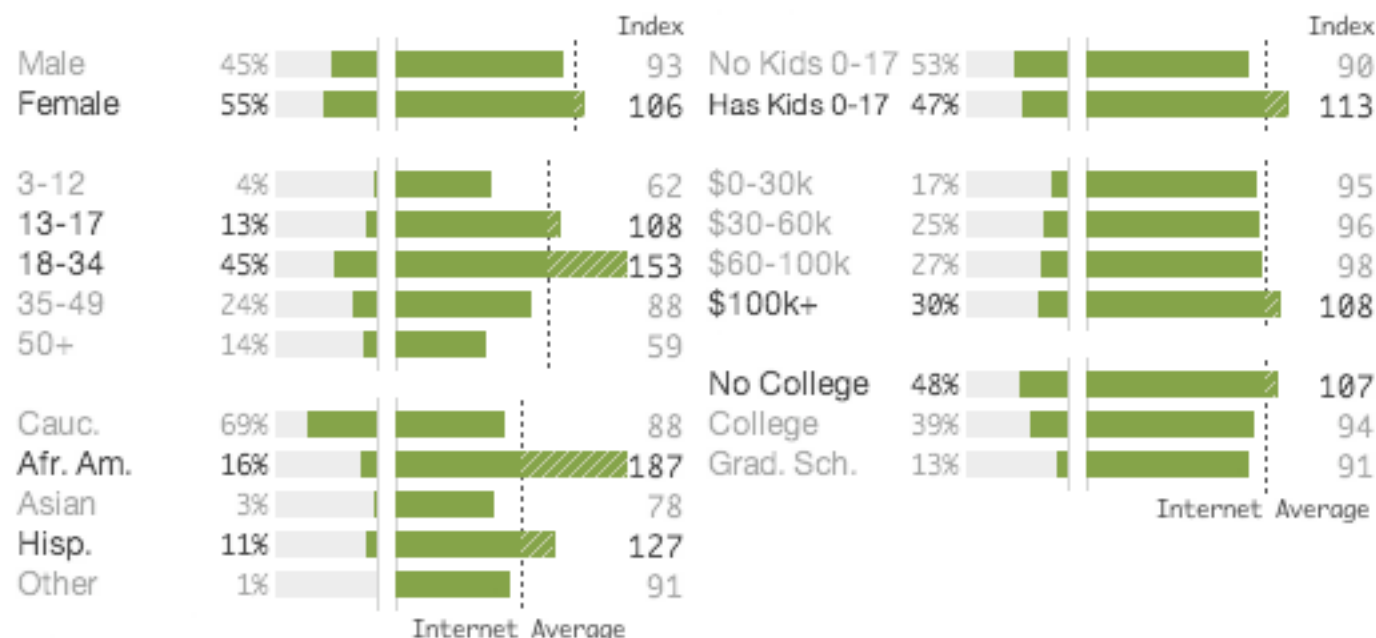
| | |
|----------------------|------|
| Pop Sugar | 7.5x |
| Perez Hilton | 7.3x |
| Variety | 6.7x |
| Entertainment Weekly | 6.6x |

TV

| | |
|-------------------------|------|
| Oxygen | 6.6x |
| BET - Black Entertai... | 6.3x |
| MTV | 5.5x |
| VH1 | 5.3x |

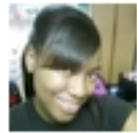
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Updated 3/2010 • Next: 4/2010



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0.08 seconds



[mslittlebit08](#): needs for [@fmubuddah](#) to get up, come to da **library**, and get dat math project done.....lol.....naptime is ova

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(expand)

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[MaryDolan1](#): [@stevepoltz](#) you're killing me with the artwork! Crying in the **library** cuz of you :)

half a minute ago from *Echofon* · [Reply](#) · [View Tweet](#)



[Bryce Wade](#): Sitting here at the **library** as usually

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[kimberlybabii75](#): [@justinbieber](#) lmao where you on silent **library**? cause my frand told me but i didnt belive her i want to hear it from the actual person:)

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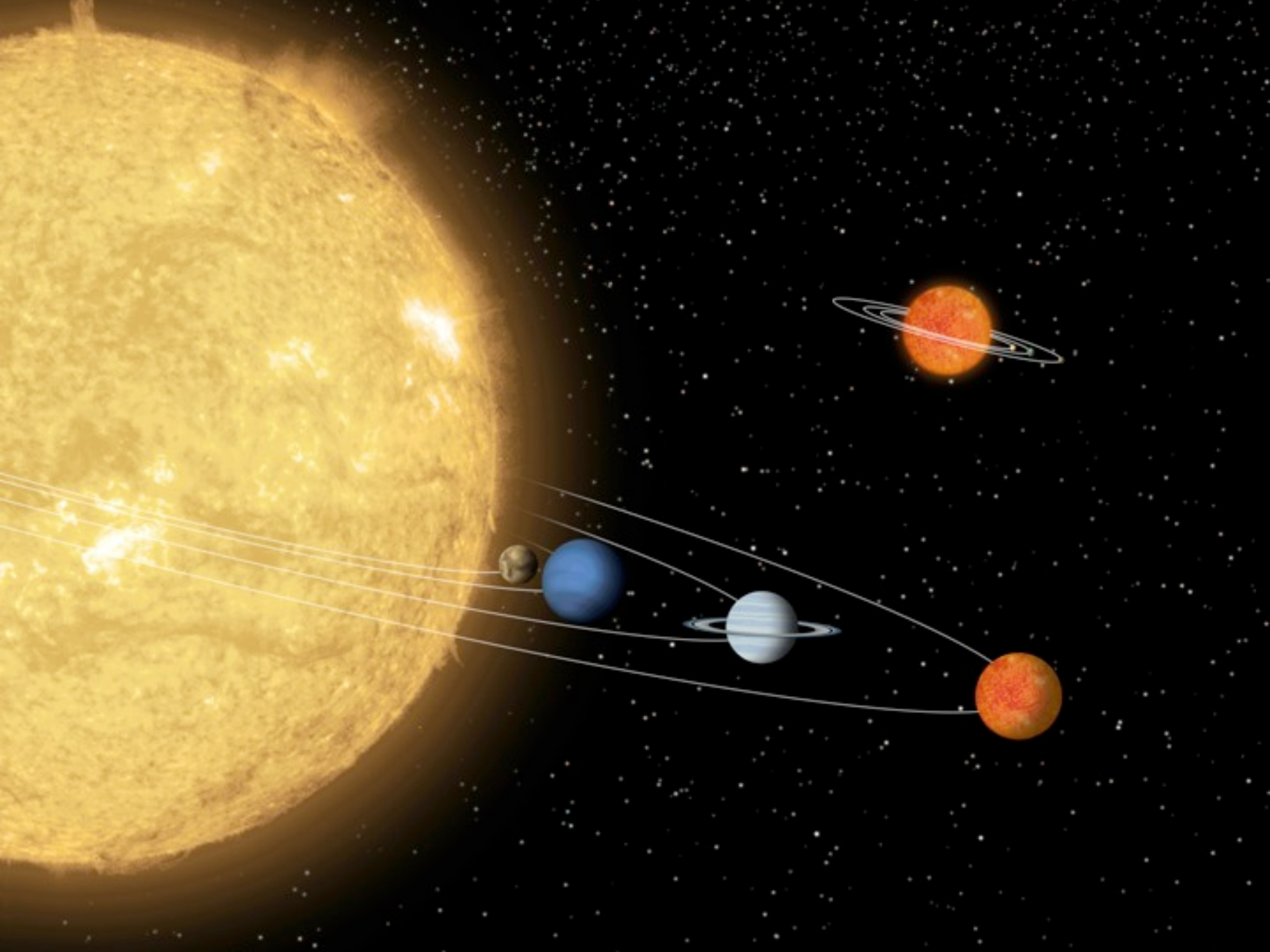
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- ["is down"](#)
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- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)
- [flight :\(](#)

Four Key Tactics

- be real
- stand out
- involve
- interact

Bring these to
your online
presence



Measure
your success

Analytic Tools

- **Google analytics**
- **Facebook Fan**
- **Email sends**
- **Google alerts**
- **bit.ly**

Questions?