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

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

You can follow this conversation by subscribing to the comment feed for this post.

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? GASPI!

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

Flickr

Share your photos.
Watch the world.

4,288 uploads in the last minute • 160,129 things tagged with morning • 2.3 million things postagged this month • Take the tour

Share & stay in touch
Upload & organize

SlowChurned Neighborhood Salute
Enter by May 29th for a chance to win

edys.neighborhoodsalute.com
share images
33 million users
3 billion images
YouTube
share videos
1 billion videos viewed per day
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?

To create a page for a celebrity, band or business, click here.
stay socially connected
400 million registered users
3 billion minutes spent per day
American Red Cross

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.


Join Us in our other social media spaces:

Blog
http://blog.redcross.org

Youth Blog
http://redcrossyouth.org

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

Twitter
http://twitter.com/redcross

Flickr
http://www.flickr.com/photos/amredcross/

Advertise

Give a Gift

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

More Ads
Fan Pages (cont.)
Events

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

The Wall
Displaying all 5 wall posts

Kirk Douglas McVitty 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: “The Red Cross wishes to prevent diseases so that it will not be necessary for a new one to be called up.”

Other Information
- Guests are allowed to bring friends to this event.

Other Invites
Maybe Attending (6)  
Grace Lee  Abrar Qureshi  Rosario Claudia La Placa
Not Attending (2)  
Shah Alam  Bob Valvano
Awaiting Reply (3)  
See All
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

Home

johnhaydon Seesmic 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 Seesmic Desktop

Liu 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

...
real-time sharing
7 million daily visitors
12.3 million
18-34 years old
Realtime results for library

msslittlebit08: needs for @fmubuddah to get up, come to da library, and get dat math project done.......lol......naptime is ova
less than 20 seconds ago from web · Reply · View Tweet

elcityhiker: RT @seanhannity: Michael Reagan is joining us now on radio. LIVE from the Reagan Library... this has been such a great day so far.
half a minute ago from web · Reply · View Tweet

OEGCONFERENCES: Library Boy: Canadian Association of Law Libraries Launches "The mission of the mentoring program is to facil...
half a minute ago from twitterfeed · Reply · View Tweet

OEGCONFERENCES: Continuous Professional Development for Librarians « LIA Library ...: Continuous Professional Development for Li...
half a minute ago from twitterfeed · Reply · View Tweet

MaryDolan1: @stevepolitz 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
half a minute ago from Twittrific · Reply · View Tweet

kimberlybabii75: @justinbieber Imao where you on silent library? cause my fraud told me but i didnt belive her i want to hear it from the actual person:)
half a minute ago from web · Reply · View Tweet
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?