
The Community Driven Nonprofit

Web 2.0 Applied

First, a few assumptions...

There are people out there who are interested
in our issues.

(whether we know them or not)

Those people are active in our communities.

(whether we're helping them or not)

We want to engage those interested and active
people in our work.

(whether we agree with them or not)

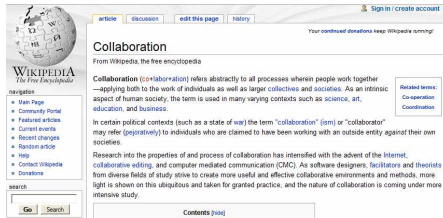
That's the heart of collaboration:

Engaging with interested and active people
to create change.

So, what are the new generation of
Internet tools?

Web-based services that get better and better
the more people use them

Wikipedia



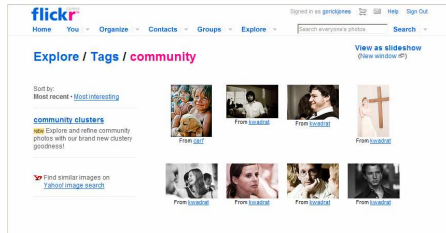
- 4,047,324 registered users
- 1,723,783 articles in English
- ~1M visits daily

Sources:

* <http://en.wikipedia.org/wiki/Wikipedia:Statistics>

• <http://en.wikipedia.org/wiki/Special:Statistics>

Flickr



- June, 2005
 - 775K registered users
 - 19.5M photos
 - Growth of 30% per month
- Current estimate:
~59,060,646 photos

Source:

•<http://www.internetnews.com/ec-news/article.php/3512866>

Is this right for you?

- Does your organization need to control its message/brand?
 - Do you have long-term leadership buy-in?
 - Are you able to live without specific success metrics?
 - Do you have staff to devote to this?
 - Do you have available technology?
-

10 Ways to Tap Into These Tools

1. Find people.



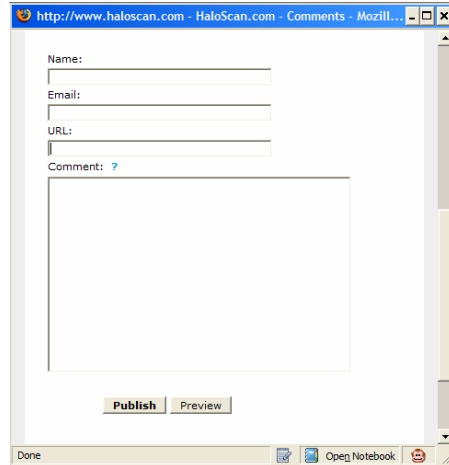
There are people out there who are interested in what you are doing. Find them. [Technorati](http://www.technorati.com) (<http://www.technorati.com>) has a blog finder. Don't worry too much about how it works (dig into that on Technorati's site if you're interested). Plug in keywords associated with the work you do and see if you can find people who have identified their blog as being about a topic that is near to your organizational heart. For me, this has turned into an effective recruiting tool. When I'm looking to fill new positions, I use Technorati to find people who already working on and thinking about the things I need to get done. And then I try and hire 'em. In two cases, it's resulted in really amazing people who were already doing things they loved and I got a chance to offer to pay them for it.

2. Find opinions.

The screenshot shows the Technorati search interface. At the top, there's a navigation bar with links for Home, Popular, Discover, Favorites, and Watchlists. The search bar contains the text 'immigration' and is set to search 'in blog posts'. Below the search bar, the results are displayed as '561,098 results from all blogs with any authority in all languages'. The left sidebar features a 'Discover' section with categories like Entertainment, Life, Sports, Business, and Tech, along with 'Most Popular' and 'My Favorites' buttons. The main content area shows a 'Refine results for "immigration"' section with filters for Politics, MEXICO, Bush, Illegal Immigration, Border, News, Homeland Security, Current Affairs, Borders, and Illegal Aliens. There are also sponsored links for 'Official U.S. Citizenship - Apply Today' and 'Immigration and Citizenship Attorney'. A 'Mentions by Day' section at the bottom left shows posts containing 'immigration' per day for the last 30 days. On the right, there's a promotional banner for 'GET 15 RINGTONE' with three easy steps: STEP 1: ENTER your cell number, STEP 2: CONFIRM your pin, and STEP 3: CHOOSE your ringtone.

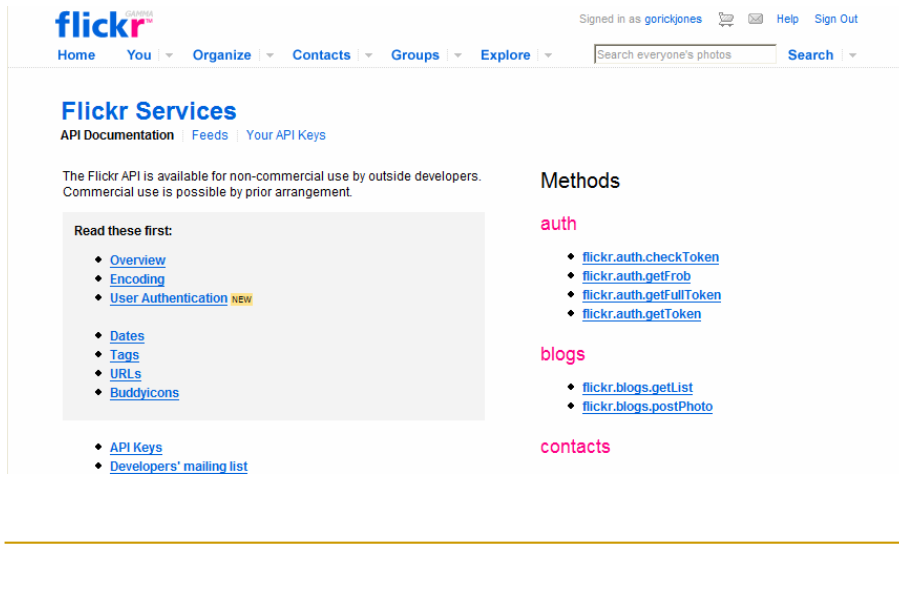
People are sharing what they think. Tap into those opinions. Same tool: [Technorati](http://www.technorati.com) (<http://www.technorati.com>). This time, just use the main search interface and find out what people are writing about on issues near to your organizational heart. This isn't the same thing as finding people. Sometimes, something will move a blogger to share something that is relevant to you but not something they normally write about. Something that's off topic for them but on topic for you. Find these things. This can inform the way that you are already doing marketing and outreach. An example? You are probably spending organizational resources writing outreach letters to your donor pool. Read what people are writing about in your topic area and use that information to inform your outreach effort. You aren't doing something different — same staff, same tasks — but you are doing it a bit differently. Adding a new data point to it.

3. Scatter a breadcrumb trail of comments on the Internet.



You don't have to blog to use 'em. When you find the people and you find the issues, participate. Leave a comment on a post. Let those writers know that they've found a reader in you. Be thoughtful and be real here. If all you want to say is "Good job" drop a private email so that your comment doesn't get confused with spam.

4. Make sure the API is open.



The screenshot shows the Flickr Services API documentation page. At the top, there is a navigation bar with the Flickr logo, a search bar, and links for Home, You, Organize, Contacts, Groups, and Explore. The page title is "Flickr Services" and it includes links for "API Documentation", "Feeds", and "Your API Keys". A notice states: "The Flickr API is available for non-commercial use by outside developers. Commercial use is possible by prior arrangement." The page is divided into two main sections: "Read these first:" and "Methods".

Read these first:

- [Overview](#)
- [Encoding](#)
- [User Authentication](#) NEW
- [Dates](#)
- [Tags](#)
- [URLs](#)
- [Buddyicons](#)
- [API Keys](#)
- [Developers' mailing list](#)

Methods

auth

- [flickr.auth.checkToken](#)
- [flickr.auth.getFrob](#)
- [flickr.auth.getFullToken](#)
- [flickr.auth.getToken](#)

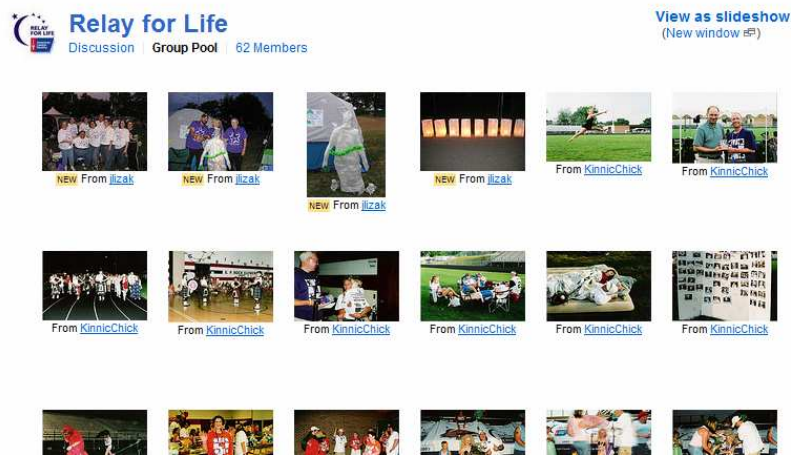
blogs

- [flickr.blogs.getList](#)
- [flickr.blogs.postPhoto](#)

contacts

Don't even worry about what it is yet. But if you are purchasing a database or Content Management System, find out if the API is open. It shouldn't be the most important consideration but, if you have the option, it should be a deciding factor. Looking at using some of the free tools on the internet? Check to make sure they have an open API.

5. Share the face of your organization.



It's okay to take pictures. It's even good to take pictures. Share 'em on your site or, ideally, in a place where you can connect to others. Use [flickr](http://www.flickr.com/) (<http://www.flickr.com/>). Yes there are others way to do this. But Flickr lets you tap into a stream of people who are caring and committed. An example? Go through [this series of photos](http://www.flickr.com/photos/g9g/sets/1525185/) (<http://www.flickr.com/photos/g9g/sets/1525185/>) and tell me you don't want to connect to the mission of March of Dimes.

6. Make yourself link friendly.



You know those situation where you want to share some information with someone and you have to describe where to look for it? Try not to be that website. Make [anchor links](http://www.yourhtmlsource.com/text/internallinks.html) (<http://www.yourhtmlsource.com/text/internallinks.html>). If you don't know what they are, find someone to help you.

7. Use RSS.

The screenshot shows the Bloglines website interface. On the left, there is a sidebar with a search bar and a list of feeds. The main content area displays a selected feed titled "43 Folders" by Merlin Mann. The feed includes a post titled "Real Simple: 19-minute daily cleanup" with a list of cleaning tips.

Bloglines | Account | Help | Log Out

Welcome webb

10,202 subscribers | related feeds | mark all new | unsubscribe | edit subscription

43 Folders | 43+Folders

A bunch of tricks, hacks & other cool stuff. A weblog by Merlin Mann

200 Items | Sort Oldest First | Updated: Thu, Aug 3 2006 2:27 AM

Real Simple: 19-minute daily cleanup

By Merlin on Tips

Real Simple | Cleaning | The Keep-It-Clean Plan

As the far less tidy half of the two vertebrates on our lease, I shouldn't have been surprised to find straightforward daily cleaning regimen that beats back the squalor on an economical *19 minutes* a Here's the Family Room/Living Room/Foyer daily routine (clocking in at a manageable 6 minutes)

Start with the sofa — as long as it's in disarray, your living room will never look tidy. Once you dust, you should be able cover the whole room by the end of the third track.


















- Pick up crumbs and dust bunnies with a handheld vacuum (one minute).
- Fluff the cushions and fold throws after use (two minutes).
- Wipe tabletops and spot-clean cabinets when you see fingerprints (one minute).

You can't keep up w/ these by trolling the web and using your favorites or bookmarks as the jumping off point. There are a lot of good resources about RSS find 'em and use them.






1. <http://www.alexandrasamuel.com/rsstocracy>
2. <http://www.techsoup.org/learningcenter/internet/page1643.cfm?CFID=18906893&CFTOKEN=72706962>
3. <http://www.faganfinder.com/search/rss.shtml>

8. Check out the 3rd party tools.

Toys for everyone...

 Hockneyizer Create a unique photo collage.	 Motivator Create your own motivational poster.	 Magazine Cover Make your own magazine cover!	 CD Cover Maker Make your own CD cover.	 Mosaic Maker Make a mosaic from your photos.
 Calendar Create calendars with your photos.	 Trading Card Maker Make your own trading cards.	 Badge Maker Make your own (unofficial) Flickr badge.	 Framer If you frame it, it's art.	 Movie Poster Make your own customized movie poster. Be a star!
 Captioner Add comic book style captions to your photos!	 Billboard Billboardize your message and a fabulous photo!	 Stream An everlasting flow of digital photographs.	 Random Photo Browser Browse random favorite photos.	 Photo Fortune A pithy fortune with related photographs.
 Slideshow Create and share a slideshow with your friends.	 Top Cameras Top 100 camera makes and models.			

Just for Flickr users...

 Profile Widget <small>NEWS!</small> Accessorize your profile page.	 Scout Find your photos in Flickr's Explore pages.	 Favorite Finder Find a user's photos faved by another user.	 On Black View your Flickr images on a black background.	 Pool Cleaner A tool for helping manage Flickr photo pools.
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There are a lot of things that are built on top of other tools. They don't stand alone but work specifically w/ other software services. If you start really using a particular service, find out what others have built to make it even more useful. This is where the open APIs come in. If you've been following this as a progression, you know which you are most interested in, which is most useful to you and your organization. You made sure it had an open API (right? you did that, right?). So now, go to [Google](http://www.google.com) (<http://www.google.com>), plug the name of the tool in and the words third party. One of the top 3 results is going to point you to some enthusiast who is maintaining a list of useful add-ons. Go through them and see if they work for you.

9. Share your path.

Did you know? You can [import your browser bookmarks](#) into del.icio.us [hide this](#)

del.icio.us [popular](#) | [recent](#)
[your bookmarks](#) | [your network](#) | [inbox](#) | [links for you](#) | [post](#) logged in as **ext337** | [settings](#) | [logout](#) | [help](#)

the del.icio.us hotlist also see: [popular](#) | [recent](#) | [tags](#)

hot right now

1. [Yelp - Restaurant Reviews, Doctors, Bars, Salons, Dentists and More](#) [save this](#) 1264 people
first posted by [bickfordb](#) ... on oct 12, 2004 [reviews](#) [local](#) [community](#) [social](#) [tags](#) [web2.0](#)
2. [Welcome to Idealist.org - Where the Nonprofit World Meets](#) [save this](#) 635 people
3. [Addicting Games - Free Flash and Java Games](#) [save this](#) 213 people

1 hour ago

1. [Bartleby.com: Great Books Online -- Encyclopedia, Dictionary, Thesaurus and hundreds more](#) [save this](#) 1955 people
first posted by [erhardt](#) ... on jan 16, 2004 [firefoxcrew](#) [picks](#) [reference](#) [books](#) [tags](#) [imported](#) [dictionary](#)

Now, you're moving around the web in meaningful, deliberate way. You are responding to people, leaving comments, sharing the face of your organization. You are using RSS to track it all. You are a web 2.0 god-in-training. Share your path. When you find something interesting enough for you to click take the two extra steps necessary to share it w/ your friends and supports. Do this with del.icio.us (<http://del.icio.us>), okay? Yes, there are other ways but once you get past the minimalist design I don't think there's anything that works better to save URLs in a social environment. There are some good tutorials out there to help get you started.

1. http://beth.typepad.com/beths_blog/files/delicious_cheat_sheet_061405.pdf
2. <http://www.beelerspace.com/index.php?p=890>
3. <http://www.benbishop.me.uk/web/how-to-delicious-intro/>

10. Engage the technology community.



By now, you should have some idea of what you want that (you think) doesn't exist. Tap into the network of people who are **really** interested in building things and ask them to help you out.

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