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# Using Social Media in Program Delivery

Amy Sample Ward

October 26, 2010

# Welcome

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## I'm Amy:

a blogger, trainer, and facilitator focused on supporting organizations and local communities to use social media in strengthening networks and making lasting change. I'm also the Community Development Manager, CDI at TechSoup Global.

<http://amysampleward.org> | [@amyrsward](#) | [amy@amysampleward.org](mailto:amy@amysampleward.org)

## Transparency:

I might work for TechSoup Global and was asked to present by NTEN, but I am presenting from a tool agnostic position.

Likewise, I invite everyone on this call to join me in recognizing that all organizations face a different set of needs around capacity, funding, and community that impact tool choices.

# Agenda

- Definitions
- Opportunities
- Best Practice
- Questions
- Discussion



# Definitions: Community







# Engagement



# Opportunities

- Volunteers & board members
- Education
- Accessibility
- Scale



# Volunteers

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- Recruitment
- Knowledge Sharing
- Leadership

## **Questions to consider:**

*How do you engage with volunteers now?*

*Does your online community know how they can volunteer with you?*

# Volunteer: Recruitment



facebook Home Profile Friends Inbox 1

 **Greenpeace International** [Become a Fan](#)

[Wall](#) [Info](#) [Notes](#) [Take Action](#) [YouTube Box](#) [Boxes](#)

Welcome to Greenpeace International's Facebook page. Here are several things you can do right n

1. Join our online activists mailing list, if you haven't already:

[Sign up](#)

2. Ask world leaders to attend the UN Climate Summit and make the deal that can save our plane!

3. Show your support for activists awaiting trial in Japan.

4. Halt Amazon Destruction.

5. Stop using primary forests to make toilet paper.

6. Put a banner on your blog.

Thank you!

Don't speak English? Find the facebook page of a national office using your language here.

# Volunteer: Knowledge Sharing




## Community Organizers Handbook

Join this Wiki

Recent Changes

Manage Wiki



This handbook created by NetSquared

Purpose Statement

Table of Contents

**Organizing a Local Group**

Planning

Monthly Events

Growing Your Community

★ **home** Page Discussion (2) History Notify Me

### Welcome to the Community Organizers Handbook!

We're so glad you're here! In this space you'll find pages that cover all aspects of local community organizing. Pages include overviews, programmatic details related to NetSquared Local, case studies from organizers in the field, and available resources to help you be successful. We know that this space is especially valuable for the NetSquared Local organizer network because of the programmatic details included and many of the NetSquared-branded resources, but we hope it can be valuable for anyone looking for a guide to local organizing.

This space is public for a reason! NetSquared supports organizers around the world in creating community and making real impact. So why not share our resources, examples, and lessons learned to help anyone looking to do the same thing! If you want to join the NetSquared Local network, we'd love to [hear from you](#). But if you want to use this space in your own work, we just ask that you help us continue to improve it - and we hope that's a good deal for everyone!

### About this Wiki

*All of the content here is open to the public - anyone can read and share! If you'd like to edit content, please request to join and share a bit about yourself.*

This handbook will be compiled and distributed via a **PDF** periodically. We will continue to edit and update this wiki to provide the most relevant resources to organizers around the world.

### Learn More:

- Visit the [NetSquared site](#) to learn more about our work

# Volunteer: Leadership Development



NPSL:  
Nonprofits in  
Second Life

SEARCH

Search this site:

SEARCH



WELCOME TO THE TEAM! Jessica Dally (Kali Izdiak in Second Life) has officially joined TechSoup's Online Community and Social Media team as a fulltime staff member working with @NPSL and @TechSoup.



Kali Izdiak/SL

Photo by Cambodia4kidsorg

# Educational Programs

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- Webinars & Videos
- Forums & Blogs
- Live Chats
- Slideshare & Toolkits

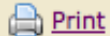
## **Questions to consider:**

*What common questions do you receive offline or on the phone?*

*What information is often lost on your website due to length or topic?*

# Education: Video & Webinar

## Attend a Free Online Seminar



We are very excited to offer free online seminars to nonprofits and libraries and we would like to thank [ReadyTalk](#) for their generous support. The following is a list of upcoming presentations and past recordings. Click on the titles for more information and to view.

### Upcoming Webinars

#### [Story of an Open Source Library](#)

**Thursday, October 21, 11 a.m. Pacific time (Noon Mountain / 1pm Central / 2pm Eastern)**

This webinar will cover specific open source tools (some of which you may not have heard of before!) that work well for libraries and the benefits and challenges associated with their use. Meadville Public Library uses open source software on 90% of their public access computers.

Cindy Murdock Ames, IT Services Director and Kyle Hall, the library's on-staff developer, will share recommendations for libraries considering open source software and how to get started successfully. Cindy has been using open source software for over 10 years, which has allowed the library to save licensing costs and have more control over its computing environment. The library uses open source tools for their websites, e-mail, Internet firewall, wireless router, proxying, filtering, and productivity software. They use thin clients for Internet access and Koha for the circulation and public catalogs.

Do you have a question or comment about open source you'd like our hosts to cover? Post it to our [Community Forums](#); and we'll make sure your question gets addressed!

#### [Security Basics: Keep your Computers Safe](#)

**Thursday, October 28, 11 a.m. Pacific time**

When you have computers connected to the internet or to any external device, you need to take precautions.

# Education: Forums & Blogs

## THE WOMEN'S TECHNOLOGY EMPOWERMENT CENTRE – W.TEC

EDUCATING, CONNECTING & EMPOWERING WOMEN THROUGH INFORMATION & COMMUNICATION TECHNOLOGY

[HOME](#) [ABOUT](#)

### Recently Written

[Apply for the 2011 Anita Borg Scholarship](#)

[Google Training Opportunity: Get African Businesses Online](#)

[A Call for Participation for Young African Technology Users](#)

[W.TEC Girls Technology Camp in TW Magazine](#)

[Because I am a Girl: The State of the World's Girls 2010 – Digital and Urban Frontiers](#)

[Adventures at the World Summit Youth Award](#)

[3rd W.TEC Girls Technology Camp](#)

[W.TEC Embarks on Radio Research](#)

[Take the lead.](#)

[In Memory – Audrey Wilson](#)

### Categories

[Education](#)

[Gender](#)

[Gender & Technology](#)

[Girls](#)



### 3rd W.TEC Girls Technology Camp

September 8, 2010 | [Leave a Comment](#)



Student at work

By Oreoluwa

The 3rd edition of the **W.TEC Girls Technology Camp** has come and gone and thanks to our partners, supporters and by the grace of God it was a successful programme.

Fifteen girls from diverse backgrounds attended the 1-week residential camp and participated in a wide range of workshops from Computer Foundations and introductions to applications like Microsoft Word and PowerPoint to technology-centered Career Talks, Gender and Leadership, Etiquette, and Self-Defence.

### Blogroll

[Afrigadget](#)

[Anita Borg Institute for Women & Technology](#)

[Association for Progressive Communications – APC](#)

[AWID](#)

[Blog Her](#)

[Development Blog](#)

[Digital Divide Network – DDN](#)

[Documentation](#)

[Gender Development and Me](#)

[GenderIT.Org](#)

[Global Voices Online](#)

[GST Gateway](#)

[Harambee](#)

[International Development Research Centre – IDRC](#)

[Paradigm Initiative Nigeria](#)

[Plugins](#)

[Research Africa ICT.Net](#)

[Suggest Ideas](#)

[Support Forum](#)

[Take Back the Tech](#)

# Education: Live Chats

**blogtalkradio**  Home | On Air | Featured | Popular | Stations

Browse Categories: Business, Politics, Music, Entertainment, Family, Sports | See All

JONES NEW YORK  Friends & Family Eve  
UP TO 30% OFF  
FREE SHIPPING for a limited time

**Social Actions**   

Live conversations with social action platforms, brainstorming who the founders should be talking to, how to integrate with Social Actions, and how new initiatives fit into the broader online social activism landscape.



## On Demand Episodes

Original Air Date: May 03, 2010

**World Give Day 2010**

Open call with Desiree Vargas of GiveForward about World Give Day 2010.

Category: [Technology](#)

Tags: [giveforward](#)  [socialactions](#)  [worldgiveeday](#)  [philanthropy](#)  [collaboration](#) 

[No Comments](#)

Original Air Date: April 06, 2010

**Social Actions Funding Strategy**

Open call on Social Actions' funding strategy creation process (updates, lessons learned, and next steps). For more information visit <http://bit.ly/safundingideas>

**blogtalkradio** 

**Social Actions**  
World Give Day 2010

 00:00 . . . 11


**Social Actions**  
World Give Day 2010

**Social Actions**  
Social Actions Funding Strategy

**Social Actions**  
Suresh Fernando of Open Kollab

**Social Actions**  
Social Actions Tuner + Actions Packs

Open in your default player or in new window

 Add this player to your websites

**Profile**

**Social Actions**

**Country:** Canada  
**Language:** English

 [Follow on Twitter](#)  
 [Visit on Facebook](#)

 [Add to Friends](#)  
 [Send Message](#)

## You're Invited to the @AshokaTweets #SocEntChat on Wednesday, October 20!

Submitted by Tyler Spalding on Tue, 2010-10-19 11:12.

*Intrigued by the emergence of collaboration between the business and social sectors? Interested in hearing about current and future partnership opportunities between sectors? Confused about how this concept differs from CSR? Join our #SocEntChat!*

On Wednesday, October 20 from 3-5pm EST, Ashoka will host our monthly **#SocEntChat**, a real-time Twitter-based discussion on social entrepreneurship which is based around a specific theme each month.

It is designed for current and aspiring **social entrepreneurs**, funders, media, and supporters to share their ideas, discuss the state of the field, identify the latest innovations, and pinpoint areas requiring more exploration.

# Education: Slideshare & Toolkits

DemocracyforAmerica

**Presentations**

Documents

Videos

Following

Favorites

More ▾



Username  
DemocracyforAmerica

Follow

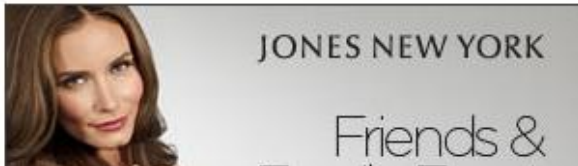
Post on wall

Private message

Presentations 25

Tags (0)

No tags yet



**Presentations**

**Latest** Most viewed



**Dfa 50 state action plan**  
5 months ago, 194 views



**Dfa 50 state action plan**  
5 months ago, 17 views



**Campus Organizing Final 3**  
2 years ago, 957 views



**Campus Organizing Final**  
2 years ago, 172 views



**Twitter Final**  
2 years ago, 742 views



**Twitter Final**  
2 years ago, 152 views



**Pledge Drive Workshop**  
2 years ago, 289 views



**DFA Night School: Twitter**  
2 years ago, 763 views

# Accessibility

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- Sharing videos, live streaming
- Post minutes, notes, information
- Public outreach, feedback

## **Questions to consider:**

*Which events, conversations, or other engagements are closed or limited?*

*What content are you already archiving?*

# Access: Video

**YouTube** Search Browse Upload amyrsward Sign Out

**ROTARY INTERNATIONAL®**  
Humanity in motion.

**Rotary International**  
RotaryInternational's Channel **Subscribe** **Uploads**

**How can Rotary attract new members?**

0:12 / 1:12 360p

**Rotary Minute: How can Rotary attract new members?**  
2,149 views - 2 weeks ago 1:13

**how do YOU interact?**  
8,523 views - 2 months ago 1:06

**ROOTED**  
1,303 views - 4 months ago 5:18

**This Is Rotary - Rotary International**  
55,670 views - 1 year ago 4:08

# Access: Information

## Park City Education Foundation

**Presentations**

Documents

Videos

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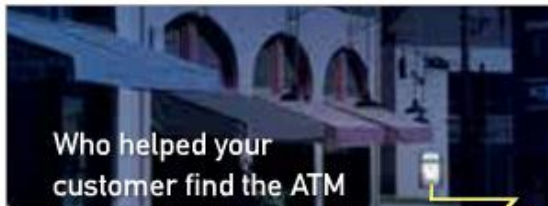
Username **PCEF4kids**

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Tags (0)

No tags yet



## Presentations

**Latest**

Most viewed



### Early Childhood Educatio...

4 months ago, 158 views



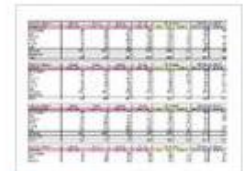
### PCSD Strategic Plan Draft

4 months ago, 119 views



### Music Board Presentation

4 months ago, 123 views



### Enrollment projections f...

5 months ago, 119 views



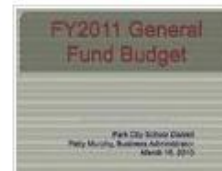
### Nutrition report 042710

6 months ago, 69 views



### Programs & Classes 2010

6 months ago, 116 views



### Fy2011 budget update

7 months ago, 93 views



### 5 Year PCSD Calendar 2010

7 months ago, 86 views

# Access: Feedback

FixMyStreet

[Report a problem](#) [All reports](#) [Local alerts](#)

## Report, view, or discuss local problems

(like graffiti, fly tipping, broken paving slabs, or street lighting)

Enter a nearby GB postcode, or street name and area:

Go

### How to report

1. Enter a nearby GB
2. Locate the problem
3. Enter details of the
4. We send it to the

### FixMyStreet u

771

reports in  
past week

SeeClickFix  
power to the community

[Home](#) [How it Works](#) [Help & Support](#) [GoPro!](#) [Login](#) [Sign up](#)

**Citizens Get Started**  
Find out what's going on in your neighborhood

Enter your Neighborhood or City

Try Philadelphia, Plano Texas, Boston, New Haven

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Engaging Tools for: [Government](#) [Media](#) [Community Groups](#)

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# Scaling Programs

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- Open up resources
- Create a toolkit
- Distribute messages

## **Questions to consider:**

*Where can social media support replication?*

*Which hubs in the network can change to distribution points?*

# Scale: Share Resources

Welcome *Splash* Edit

# connect+ipedia

for the common good...

where people share what they know  
& find what they need...  
working for the common good.

**Start connecting now!**

**connect+people**  
Find people, organizations, foundations and other resources.

**connect+places**  
Find information and data about communities, cities, counties, states.

**connect+things**

**Quick Menu**

Get started with:

- connect+people
- connect+places
- connect+things

**+Add a New Card**

**Quick Reference**

- Table of Contents
- Funding Opportunities
- Add a New Card
- Connectipedia Help
- Connectipedia Rules
- Bug Report
- Feedback
- About Us

About  
Help+FAQs  
Join  
What's new  
Contact us

# Scale: Create Toolkits



Donating  
Blood

Learn about  
Blood

Hosting a  
Blood Drive

Volunteer

For Hospitals

Hosting a Blood Drive

Why Host a Blood Drive?

What to Expect

Hosting FAQs

Hosting on School Campuses

Blood Drive Process  
Overview

▼ **The Coordinator's Toolkit**

Planning Timeline

Flyers and Tools

Recruitment Strategies  
and Tips

Keys to Success

Blood Drive Sponsor Stories

## Sponsor Login

Please enter your zip code into the box below to be directed to the appropriate sponsor login page

Home > Hosting a Blood Drive > The Coordinator's Toolkit

Like 18

## The Coordinator's Toolkit

Thank you for choosing to host an American Red Cross blood drive. The following tools will help you make your blood drive a success.

### Helpful Resources for Blood Drive Coordinators



#### Planning Timeline

A step-by-step guide on what a blood drive coordinator needs to do and how to ensure the drive is successful.



#### Flyers and Tools

Your Red Cross representative will provide you with most print-outs you may need, but checkout our online download center for standard flyers and tools.



#### Recruitment Strategies and Tips

Suggestions and best practices for how to raise awareness and engage potential blood donors in your organization. Includes information about online scheduling.

# Scale: Distribute Messages

[ABOUT](#)[10/10/10](#)[MEDIA](#)[CAMPAIGNS](#)[SIGN UP](#)

## The Invitation—10/10/10

### Dear World,

It's been a tough year: in North America, oil gushing into the Gulf of Mexico; in Asia some of the highest temperatures ever recorded; in the Arctic, the fastest melting of sea ice ever seen; in Latin America, record rainfalls washing away whole mountainsides.

So we're having a party.

Circle 10/10/10 on your calendar. That's the date. The place is wherever you live. And the point is to do something that will help deal with global warming in your city or community.

We're calling it a Global Work Party, with emphasis on both 'work' and 'party'. In Auckland, New Zealand, they're having a giant bike fix-up day, to get every bicycle in the city back on the road. In the Maldives, they're putting up solar panels on the President's office. In Kampala, Uganda, they're going to plant thousands of trees, and in Bolivia they're installing solar stoves for a massive carbon neutral picnic.

Since we've already worked hard to call, email, petition, and protest to get politicians to move, and they haven't moved fast enough, now it's time to show that we really do have the tools we need to get serious about the climate crisis.

On 10/10/10 we'll show that we the people can do this--but we need bold energy policies from our political leaders to do it on a scale that truly matters. The goal of the day is not to solve the climate crisis one project at a time, but to send a pointed political message: if we can get to work, you can get to work too--on the legislation and the treaties that will make all our work easier in the long run.

You can sign up to host a local event at [www.350.org/oct10](http://www.350.org/oct10)

# Best Practice

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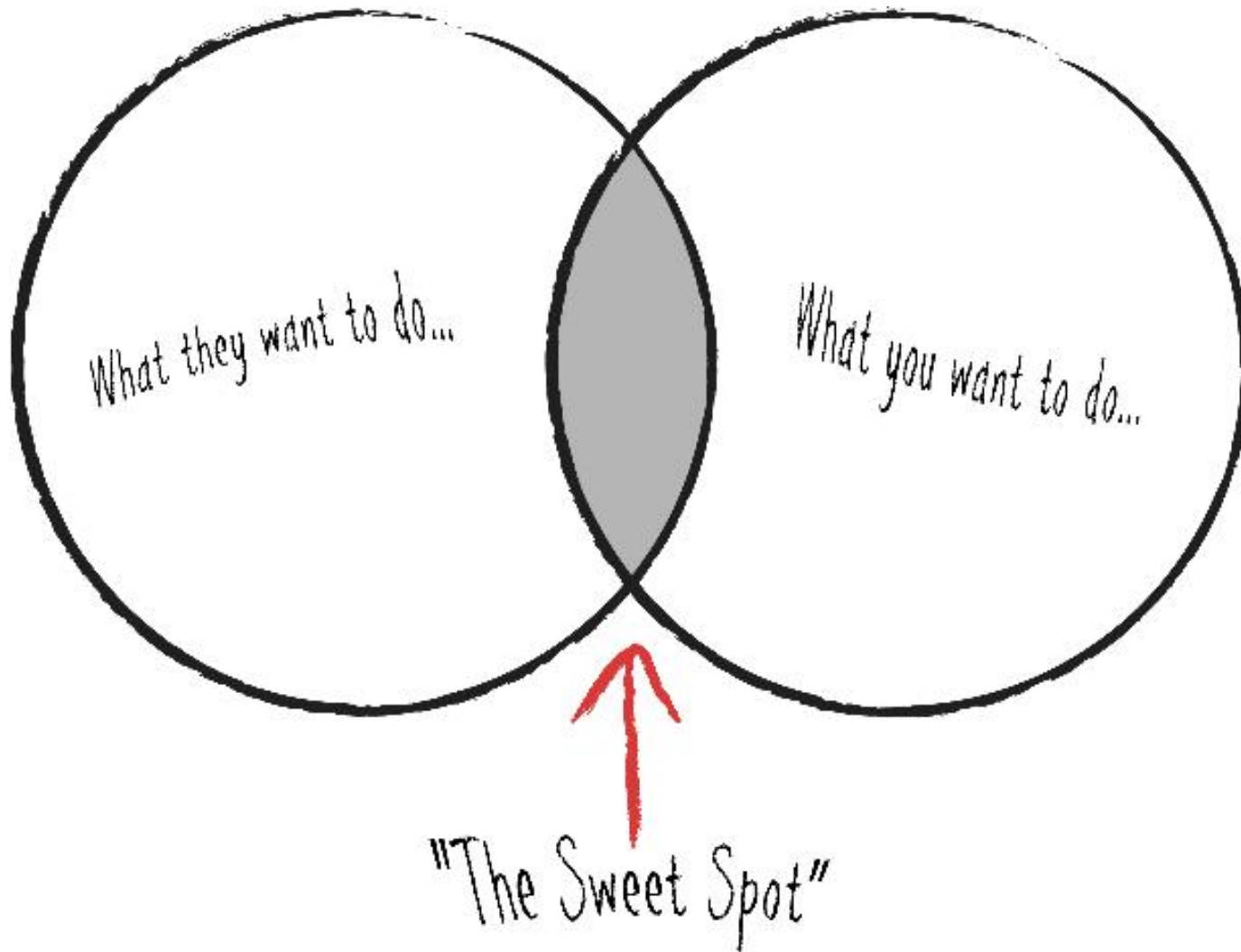
- Goals – sweet spot
- Connect – offline
- Strategy – sustained engagement

## **Questions to consider:**

*How can social media support our work?*

*Which tools are already integrated in our work  
and integrated in our community?*

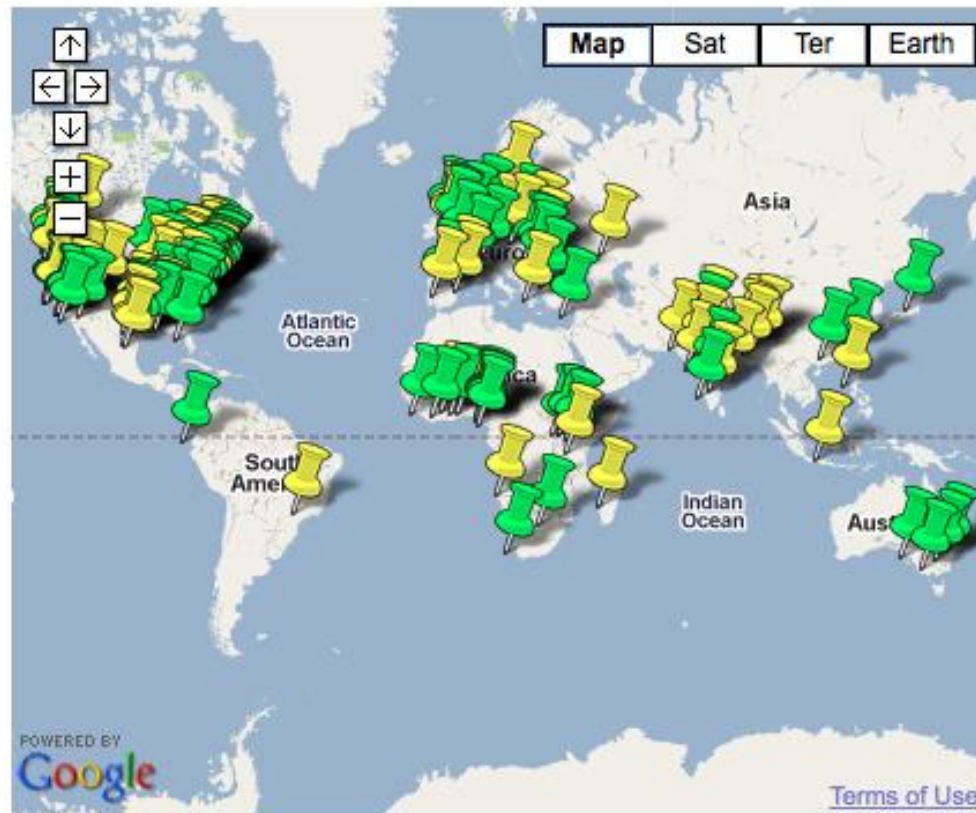
# Goals



# Connect

Your local group is part of a global network, connecting social changemakers all over the world: Join in!

Browse the map below to find local groups all over the world. Click on map markers to connect directly with the local group. Use the links below the map to learn more.



View [NetSquared's Local Groups](#) in a larger map

# Strategy

Group	Their Goal	Your Goal	Tools
- Volunteers	- Support your work, get recognized	- Increase engagement, build leadership, organize events	- Facebook, email list, in-person
- Donors			
- Staff			
- Partners			

# 1 Thing to do Today



# Photo Credits

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- Slide 4: <http://www.flickr.com/photos/comedynose/4230176889/>
- Slide 5: <http://flickr.com/photos/efleming/237379252/>
- Slide 6: <http://www.flickr.com/photos/ivanwalsh/3677282034/>
- Slide 7: <http://www.flickr.com/photos/mwichary/2356663850/>
- Slide 8: <http://www.flickr.com/photos/opensourceway/4371000464/>
- Slide 9: <http://www.flickr.com/photos/dahlstroms/3610837909/>
- Slide 31: <http://www.flickr.com/photos/theknowledgery/4536616288/>
- Slide 33: <http://www.flickr.com/photos/-bast-/349497988/>

# Questions & Discussion



# Thanks!

I look forward to continuing the conversation with all of you:

<http://amysampleward.org>

<http://netsquared.org>

<http://techsoupglobal.org>

[@amyrward](#)

[@netsquared](#)

[amy@amysampleward.org](mailto:amy@amysampleward.org)

