

## Social Media for Nonprofits: List of Resources

### Listening

Google: the best Internet search engine  
<http://google.com>

Beth's Blog: How Nonprofits Should 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 by Beth Kanter.  
<http://beth.typepad.com>

Listening 101: a guide to entering the social media conversation by Beth Kanter  
<http://bethkanter.wikispaces.com/Listening+101>

PR 2.0: A helpful blog for effectively using social media from one of the original social media gurus. It includes helpful research and statistics.  
<http://briansolis.com>

Mashable: the world's largest blog exclusively on Web 2.0 and social networking news. Includes reviews of social media sites and "how-to" guides.  
<http://mashable.com>

### Social Media Sites

**LinkedIn**: a professional networking site for individuals. Think of it as your virtual resume. LinkedIn is a great way to stay connected with friends and colleagues and build relationships with prospects and clients.  
<http://linkedin.com>

The LinkedIn Blog: a useful guide for using LinkedIn  
<http://blog.linkedin.com>

**Facebook**: Create a "Cause" page for your nonprofit. A great way to recruit members and keep them up-to-date on your organization, and accept donations. You must be a Facebook member to sign-up for a Causes page. <http://facebook.com>

Create a Causes Page: create a Causes page by visiting this site and signing up.  
<http://apps.facebook.com/causes/>

About Causes Page: information about the Causes page on Facebook and how it can help your organization.  
<http://apps.facebook.com/causes/about>

Facebook Causes Help Center: an online learning center that will answer any questions you have regarding Facebook Causes. There is contact information for a Facebook representative if you need additional help.

<http://apps.facebook.com/causes/help>