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