**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