Building Your Own Social Media Dashboard

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ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Basics

- Why do I need a "dashboard"?
  - To be notified when topics of interest are mentioned on the internet

- What is Netvibes?
  - One of many dashboarding tools
  - Others include iGoogle, MyYahoo, Filtrbox, Radian6 etc.

- What do I need to know to use Netvibes?
  - How to find RSS feeds

Netvibes

- ## Free Dashboarding Tool

RSS

- RSS: Really Simple Syndication
  - Webpage content is "syndicated" using RSS
  - RSS "feeds" allow people to see when there is new content on a webpage by "subscribing"
  - Subscribing to an RSS feed rather than checking the website for new content

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    Subscribing to a magazine rather than checking the store for a new issue
  - Netvibes can "aggregate" RSS "feeds" to track a topics you care about

Finding a Page's RSS Feed

- Look for the icon or a link to "RSS" "Feed" or "Atom"

- Firefox and some browsers autodetect RSS

  – Places an icon in the browser address bar

Getting Set up on Netvibes

- Go to www.netvibes.com

- "Sign Up" for an Account

    – Pick a Username

    – Give them your email

    – Confirm your email

- Bam! You have your

    own Dashboard

- Now to do something with it

Using Netvibes to listen to Social Media

- Social Media sites publish RSS feeds for new content
    - New Twitter Tweets, new comments, new bookmarks
- RSS feeds can also be generated from searches
    - e.g. Twitter Search, Comment Search
- So RSS can monitor searches for you and update when someone mentions something you care about:
    - Organization name, Exec. Dir. Name, relevant issue keywords, important people, propositions, etc.
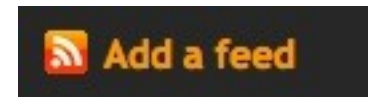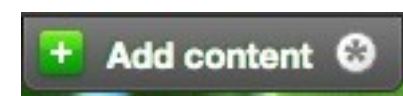
Generating a Twitter Search Feed

- Go to http://search.twitter.com

- Input your search terms, click "Search"

- The Search Results page generates an RSS Feed

  - Click on "Feed for this Query" link on right sidebar

  - The resulting URL is your RSS Feed URL

Adding an RSS feed to Netvibes

- Login to your Netvibes page

- Click "Add Content" in upper right

- Click "Add a Feed"

- Paste in RSS feed

- Click "Add Feed" button

- It then generates a widget for you

- Click "Add" under the widget

- Lather, Rinse, Repeat

Sign In

Add content

Add a feed

Enter a feed address or website URL for autodetection
http://blog.socialsourcecommons.org/?feed=rss2   Add feed

FEED
Social Source (
add

(10) Social Source Commons Blog   Share Edit ×
- Blogs + Social Media = ? (Blog Posts to Check Out) - 1 week ago
- Photos for Nonprofits - 2 weeks ago
- Essential FOSS Content Management Systems - 3 weeks ago
- Getting Around The Man and Keeping Your Privacy Online - 1 month ago
- Nonprofit Social Media: Audience Assessment - 1 month ago
- 2009 Nonprofit Software Development Summit - 2 months ago
- Nonprofit Tech Links to Check Out - 2 months ago
                                                        next ➡

Generating a
Google Blog Search Feed

- Go to http://blogsearch.google.com

- Type your search terms, click "Search Blogs"

- The Search Results page generates an RSS Feed

  – Feed link shows up in left sidebar

Using Netvibes to Listen via Google

- Who knows what a Google Alert is?

- Google Alert
    - Asking Google to notify you when a new page mentioning your search terms is published
    - Notification can be via email or RSS

- Netvibes gives you a place to manage a collection of Google Alerts
    - e.g. Organization Name, Campaign name, E.D, Staff

Creating a Google Alert RSS Feed

- Login to Google.com/alerts

- Click "Create an Alert"

- Input your search terms,

- Alert can be delivered as an email alert or an RSS feed

  – RSS feed creation requires login

- Choose Deliver to "Feed"

- Click "Create Alert"

- New Listing gives you link to RSS Feed

Other Services to Monitor

- Social Bookmarks
  - Delicious Tag RSS feeds
    - http://delicious.com/tag/searchterm
- Message/Discussion Boards
  - BoardReader.com
- Blog Comments
  - BackType.com RSS Feeds
    - http://feeds.backtype/comments?q=searchterm
- Shortened URLs
  - BackTweets.com Search RSS

Voila!
Your Social Media Dashboard