



Publishing Matrix

May 2010

Content Type	Announcement Method							
	Twitter Tweet			Blog Post				
	Aspiration	SSC	Answer	Aspiration	SSC	Answer	SFNTC	Public Lists
Asp. Event	X	X	X	X	X	X	X	X
SFNTC Event	X			X			X	
Asp. Web Site Update	X	*	*	X				
SSC Web Site Update		X			X			
Answer Web Site Update			X			X		
Aspiration Blog Post	X			X				
SSC Blog Post	X	X			X			
Answer Blog Post	X		X			X		
New Publication	X	X	X	X	X	X	X	X
Press Release	X	*	*	X	*	*	X	
New Staff/Board Member				X				
Asp. eNewsletter	X							
New Job Listing	X			X				
Fundraising Appeal	X			X				

SSC = Social Source Commons (<http://socialsourcecommons.org>)

Answer = Nptech Knowledge Sharing Program (<http://answer.net>)

SFNTC = San Francisco Nonprofit Technology Center (<http://sftechcenter.org>)

* indicates "Use on Case-by-Case Basis"

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Content Type	Announcement Method								
	LinkedIn		Facebook Status Update			Craigslist	Monthly eNewsletter		
	Gunner	Matt	Aspiration	SSC	Answr		Aspiration	SSC	Answr
Asp. Event	X	X	X	X	X	X	X		
SFNTC Event	X	X	X			X	X		
Asp. Web Site Update			X	*	*		X		
SSC Web Site Update				X				X	
<u>Answr</u> Web Site Update					X				X
Aspiration Blog Post			X				X		
SSC Blog Post			X	X				X	
<u>Answr</u> Blog Post			X		X				X
New Publication	X	X	X	*	*		X		
Press Release	X	X	X	*	*		X		
New Staff/Board Member							X		
<u>Asp. eNewsletter</u>	X		X						
New Job Listing	X		X			X	X		
Fundraising Appeal			X				X		

SSC = Social Source Commons (<http://socialsourcecommons.org>)

Answr = Nptech Knowledge Sharing Program (<http://answr.net>)

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Content Type	Announcement Method								
	Email List Blast					Facebook Event Post			
	Aspiration	SSC	<u>Answr</u>	SFNTC	Public Lists	Aspiration	SSC	<u>Answr</u>	
Asp. Event	X	X	X	X (local)	X	X			
SFNTC Event				X		X			
Asp. Web Site Update									
SSC Web Site Update									
<u>Answr</u> Web Site Update									
Aspiration Blog Post									
SSC Blog Post									
<u>Answr</u> Blog Post			X						
New Publication	X				X				
Press Release	X				X				
New Staff/Board Member									
<u>Asp. eNewsletter</u>									
New Job Listing	X				X				
Fundraising Appeal	X								

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Public Email Lists	Public Blog Post Sites
NTEN Discuss	Tech Soup
NTEN Events	<u>NefSquared</u>
NTEN 501s	
Riders	
Progressive Exchange	
Source Lists	
IAC2009	
<u>NPOtechies</u>	
Young Nonprofit Professionals	
<u>DevSummit</u>	
<u>DOAPinterest</u>	
<u>Drupal For Good</u>	
<u>FLOSSmanuals</u>	
IDC	
ISF	
Managing Nonprofit Technology Projects	
Nonprofit Open Source Initiative	
NPSF	
ODOG	
OSP	
Open Translation Tools	
<u>PloneSF</u>	
<u>SAdev</u>	
<u>TechSoup</u>	
TTAC02	