



SOCIAL MEDIA

This Resource Guide was developed for Healthy Kids, Healthy Communities, a national program of the Robert Wood Johnson Foundation whose primary goal is to implement healthy eating and active living policy- and environmental-change initiatives that can support healthier communities for children and families across the United States. This Annotated Resource Guide provides a listing of relevant websites and articles that may be helpful for community partnerships developing their use of social media. This Guide is divided into the following categories:

- A. Websites**
- B. Articles**

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A. Websites

Netsquared

<http://www.netsquared.org/>

Netsquared is a website designed for social justice organizations that provides tools and resources for utilizing the internet. The website contains information regarding several different projects as well as *camps* that are hosted around the world that allow different organizations to collaborate and share ideas on how to best use the web.

Techsoup

<http://home.techsoup.org/pages/default.aspx?cg=lnav>

Techsoup is a website for non-profits that provides free resources such as about information technology. For example the website has a learning center that provides several articles and tutorials on using the internet, multimedia software, technology building, and several other topics. Some of these are listed below.

Causewired

<http://causewired.com/>

Causewired is a consulting group that provides services in strategic planning, social media, and communications planning for social justice organizations.

Social Signal

<http://www.socialsignal.com/>

Social Signal provides training and advice to help organization utilize social media. The website also contains a free e-book on 10 ways a blog can add real value to your organization.

Non-profit Technology Network

<http://www.nten.org/>

NTEN is a membership organization of technology professionals who help non-profits use technology efficiently. The website has community section that can link non-profits to technology experts.

CDC Use of Social Media for Public Health

<http://www.cdc.gov/socialmedia/>

The Centers for Disease Control has a social media website that highlights ongoing campaigns as well as data resources, and social media guidelines.

B. Articles

Using Facebook for your Non-profit

<http://www.techsoup.org/community/facebook/index.cfm>

This article by TechSoup outlines how Facebook can be used by non-profits to network with individuals and organizations while at the same time promoting the mission of the organization. The article also lists several resources such as: a beginners guide to Facebook, how to setup a non-profit Facebook page and promoting your social cause on Facebook.

How Non-Profits Can Get the Most Out of Flickr

<http://www.techsoup.org/learningcenter/internet/page8291.cfm>

This article is similar to the Facebook article, except that is about Flickr. The article provides several bulleted points on how organizations can get the most out of Flickr.

The Benefits of Twitter

http://www.ehow.com/info_8668631_benefits-twittering.html

This article describes several benefits of using Twitter and also includes the rules of Twitter and some tips for effective “twittering.”

Community Radio

http://en.wikipedia.org/wiki/Community_radio

Wikipedia has a nice article about the history and use of community radio and how they can serve immigrant groups. The article also provides examples of community radio by region.