

Content Communities for Coalitions Getting Started with Social Media



A CADCA Institute Webinar Series
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"We have clearly seen that networks that use social media ignite social change."

*--Allison Fine, Author,
Momentum*

Content Communities are an excellent way to get started with social media – and the timing couldn't be better to engage community members with these low- and no- cost tools. Whether desktop, laptop or mobile phone, the barriers to Internet access are falling away and the challenge becomes, taking the time to explore, learn, discover and master the appropriate tools that support our coalition and engage our community.

While the social media explosion continues, many of us are left in the position of trying to do an already overwhelming amount of tasks. While it may not seem so at first, social media will actually help you do outreach better, once you get accustomed to using it as part of the way you think about and do your work.

We can begin to use social media (content communities) in the same way we start other work in our coalitions, organizations and communities. We start where we are with what we know and the resources we have (assessment) and we look for an area where we have some expertise or tools and interest (capacity). From there, start small and learn your way into using the new social media tools like the three this workshop covers. As you learn, plan for how you will expand your capacity and develop partnerships and alliances that will connect and amplify the positive work you are doing. Before you know it, "a" new way will become "the" way "we do things around here".

Content Communities – a Variety of Social Media

Content Communities are a form of social media and while they look a little bit like a social network, they focus on a particular type of content. Social media can be identified by five characteristics. All things social begin with connection. Social media makes these connections possible online, regardless of time, distance, and geography. When people connect around something they care about, it seems to naturally flow into creating community. In these online communities we find conversations, openness and ample participation in the form of comments, invitations, and emergent groups.¹ Don Tapscott, co-author of *Wikinomics* notes we have moved well beyond the information age,

Social media can be identified by five characteristics:

- *Connecting*
- *Community*
- *Conversation*
- *Openness*
- *Participation*

¹ What is Social Media? An e-book from iCrossing, available at <http://www.icrossing.co.uk/ebooks>

entering what he calls the Age of Participation.² That is our challenge – to make the most of the collaborative web-based tools including all forms of social media in support of creating positive change in every community.

Each of the web-based content communities we will explore during the Webinar are free and can be upgraded to a low-cost account of high value. We will explore three popular social media tools that connect us around simple things we use day-to-day i.e., photos, videos and bookmarks. Our focus will be to explore:

- Flickr at www.flickr.com
- YouTube at www.youtube.com
- Del.icio.us at <http://del.icio.us>

Flickr

Even without joining Flickr there are several things you can do including search and use photos from the site that bear the creative commons license. Flickr is a content community organized around digital photographs. By establishing an account you can upload photos, organize them, set privacy settings, share your photos with others, start and/or join groups and make a variety of interesting products. The basic account is free and you must have a yahoo! email account to join.



Upgrade when you're ready

A free, basic account may last you a long time and as long as it meets your needs, no need to upgrade. But when you outgrow your basic account a Pro account is available for only \$24.95 per YEAR.

Flickr at www.flickr.com	
Free Account	Pro Account (\$24.95 p/yr)
100 MB per month upload, 10 MB per photo	Unlimited photo uploads (20 MB per photo)
3 Photo sets	Unlimited video uploads (90 seconds max)
Photostream views limited to 200 most recent images	Unlimited storage
Post any of your photos to up to 10 groups	Unlimited bandwidth
Only smaller images accessible (resized)	Unlimited photosets
	Archiving of high-resolution original images
	The ability to replace a photo
	Post any of your photos or videos in up to 60 groups
	Ad-free browsing and sharing
	View count and referrer statistics

² Tapscott, D and Willians, A. Wikinomics: How Mass Collaboration Changes Everything, <http://www.wikinomics.com>

How is Flickr different from other online photo websites

According to Flickr, what set them apart from other sites is its community features which allow and encourage members to network with others of similar interests. Of course there are many additional, for cost, things you can do including ordering prints and making things like posters, photobook, cards, mugs and more.

Creative Commons

By using Creative Commons over traditional copyright, you can help others know how you'd like your photos used. All you do is simply click to add a creative commons license. Creative Commons is an alternative to traditional copyright. While traditional copyright law covers all photos, even those made public, creative commons allows you to decide in what ways you will allow others to use your photos. Creative Commons lets the potential user know how the photographer wants his/her work used and under what conditions. It is an excellent tool for expanding the reach of a photo since the potential user doesn't need to seek out copyright permissions nor employ an attorney to do so.

Being a New Flickr Resident

Just like you would if you were new to a geographic community, get to know the community members by observing the patterns of others and it's a good idea to read through the *Community Guidelines*. From organizing to tagging and descriptions to annotation there's a lot of helpful and useful ways to use Flickr. The creativity starts with you.

YouTube

YouTube is a lot like Flickr except the object or content around which the "community" converges is *video* rather than still images. While YouTube is the largest and most frequently visited video sharing service, there are others. For a nice listing, check Wikipedia at http://en.wikipedia.org/wiki/List_of_video_sharing_websites



You don't need to produce video to use YouTube, although a free site for showcasing your community is hard to beat. Even *without* an account you can view videos as well use the link or embed feature to share videos you find on YouTube with others.

The "social" part comes into play when you join (otherwise known as connect) by creating a free account. This will allow you to comment on videos, flag videos, and add your own – up to ten minutes in length. (Larger sized videos can be added if you apply for and receive a "director's account").

Establish Your own Nonprofit Channel

On YouTube you can create and promote your own nonprofit "channel" where you upload your own videos and then post the URL on your website or blog. Consider adding a link in your email signature. Finally, embed your

YouTube is the world's largest video sharing service, with over 100 million videos viewed every day.

videos on your own websites/blogs and encourage your partners and members to do the same. The more linkages you can make, the more likely your message is to be seen and heard. The more provocative, unique or novel your video is, the more likely it is to capture attention and potentially go viral.

YouTube Videos by/for Coalitions, Now Appearing

CADCA videos:

- Franklin County Communities that Care at <http://www.youtube.com/watch?v=3ZBL-yvqDxk>
- Butte Youth Now Coalition at <http://www.youtube.com/watch?v=T1YMf1AC500>
- Missoula Forum for Children & Youth at <http://www.youtube.com/watch?v=7XqcfgAhpE8>
- DrugfreeMercer at <http://www.youtube.com/user/drugfreemercer>
- CADCA Youth Leadership Training hosted by Birmingham/Bloomfield Community Coalition at <http://www.youtube.com/watch?v=Cxn1zv0wpmM>

Got Outcomes! Butte Youth Now Coalition



Other Videos of Interest:

- What are Community Values at <http://www.youtube.com/watch?v=hqmj2EyblQI>
- Let's Be the Change at <http://www.youtube.com/watch?v=4J7RvJySMuc>
- Come Out Shining at <http://www.youtube.com/watch?v=pL2aVQ6TJ6g>
- Days of Caring 2007 – Metro United Way at <http://www.youtube.com/watch?v=m8A1RgogPvQ>
- Project Tomorrow Launch Video at <http://www.youtube.com/watch?v=XXVwmx4Hrvc>
- Generation Change – Doing My Part at <http://www.youtube.com/watch?v=2rCLcPnvz-Q>
- Change the World in 5 Minutes – Recipe for Change at <http://www.youtube.com/watch?v=IF0K7ESB9w>
- For the Change the World campaign with videos, short films, virals and music videos at <http://programs.sbs.com.au/changetheworld/>

Del.icio.us

Del.icio.us is a collection of your favorite websites (bookmarks) – *and everyone else's*. More specifically, del.icio.us is a social bookmarking website that lets you store and share bookmarks from the web instead of inside your browser on your home or office computer.



What is unique about Del.icio.us is that your bookmarks are kept online so that regardless of where you are e.g., other office, conference, home you have access to

your bookmarks. If you use the favorites or bookmark feature in your current web browser (e.g., Internet Explorer, Firefox, Safari, Flock) you may well find del.icio.us a welcome addition.

What can Del.icio.us do for me?

Del.icio.us is helpful whether you are doing research to write an article or just collecting published research articles to inform local planning. When it comes to coalitions and substance abuse prevention, del.icio.us can also help by tracking press releases, specific agency announcements, research reports, new data, data analysis, and all things newsworthy at all levels. Most especially, you can track all of your own coalition mentions in local media that post their stories online. Anything with a url (link) can be saved, described, tagged and shared in del.icio.us

When you meet new coalition members, exchange user names and expand both your networks. Share tags so you'll have some unique but common tags. Attending a conference? Decide on a tag and share it with others who are attending so everyone gains from the tagged bookmarks saved to del.icio.us.

CADCA's Coalition Institute

Technology and Social Media Resources

http://www.coalitioninstitute.org/Coalition_Resources/Technology/Technology.asp

Recommended reading

- Fine. A. (2006). Momentum: Igniting Social Change in the Connected Age
- Tech Soup offers two handouts:
 - *How Nonprofits can get the most out of Flickr* at <http://www.techsoup.org/learningcenter/internet/page8291.cfm?cg=searchterms&sg=flickr>
 -
- Share Your Nonprofit's Videos with the World at <http://www.techsoup.org/learningcenter/internet/page5876.cfm?cg=searchterms&sg=youtube>
- What is social media? Available online at <http://www.icrossing.co.uk/ebooks> or directly from http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What_is_social_media_Nov_2007.pdf

Recommended blogs

- CADCA at <http://prevention.typepad.com>
- Tech Soup at <http://www.techsoup.org>
- Nonprofit Technology Network at <http://www.nten.org/>
- Technology in Prevention at <http://technologyinprevention.blogspot.com>

Wiki Website (a website where you can contribute)

Technology in Prevention Wiki Website available for your review and participation at <http://technologyinprevention.wikispaces.com>

Coalition Blogs

For a listing of coalition blogs, visit the CADCA Institute Blog, <http://prevention.typepad.com/>

Tools to assist you with social media:

RSS Reader (also called an aggregator)

This tool, once you have subscribed, will assist you by bringing any changes made to any site you subscribe to directly to you without you having to go out and search/review. Each reader listed below has a section for more information or help.

- Google Reader at <http://reader.google.com> (requires you sign up for a Google mail (gmail) account)
- Netvibes at <http://www.netvibes.com>
- Bloglines at <http://www.bloglines.com>

coalition and other drug prevention blogs

- » ACT Missouri
- » CHAO/ADVICE Coalition
- » Coalitions and Prevention
- » Hartford Communities That Care, Inc.
- » Kossuth Connections
- » Kossuth Connections' Got A Minute Media Kit
- » Linn County Partnership on Substance Abuse
- » Missouri Youth/Adult Alliance
- » Oregon Partnership
- » Portage County Alliance for Youth
- » Pushing Back
- » Technology in Prevention
- » West Virginia CADCA Association
- » Yamhill County Prevention Council

Items in this publication are illustrative and not exhaustive. There are numerous resources in each of the categories and new resources emerge almost daily. Inclusion in this list does not indicate endorsement of the site or service by CADCA or its National Coalition Institute.

Session Notes

