

Thank you for taking the time to review our Social Media Cheat Sheet! We have created this document to help you effectively utilize social media resources to expand awareness about your program.

What is social media?

Social media refers to a series of Web-based communications that let people and groups communicate with one another online through text, pictures, links to other Web sites and more.

Benefits of using social media

- It's free!
- It allows you distribute information quickly to a large network.
- It lets you connect directly with people and organizations and lets people/organizations see who's connected with you, expanding your professional network and building your sphere of influence.

Types of social media

Blogs

- Web sites where you can compose and post entries, and let others comment on your posts.
- Examples: WordPress, LiveJournal.

Microblogging

- Similar to blogs; updated more frequently, with shorter posts.
- Ideal for regular updates and cross-referencing other microbloggers' posts.
- Examples: Twitter.

Social networking

- Sites that virtually link individuals to their friends, colleagues and organizations.
- Examples: Facebook, MySpace, LinkedIn.

Social bookmarking

- Specific kind of blogs or news Web sites that let users list links to sites and share them with others.
- Examples: Delicious, IdealistNews, Digg.

Video sharing

- Sites where users can upload and share large video files.
- Examples: YouTube.

Photo sharing

- Sites where users can upload and share photos.
- Examples: Flickr, Photobucket.

DoGood channels

- Channels hosted by local newspapers that let nonprofits spread the word about their services.
- Examples: DoGood Austin, DoGood San Antonio, DoGood Houston.

Nonprofits can use social media to:

- Build awareness of their causes.
- Call for volunteers.
- Connect with supporters.
- Promote events.
- Collaborate with similar organizations.
- Display research articles.
- Raise funds.
- And more!

Tips to effectively utilize social media

- Commit the time to keep your social media outlets updated.
- Don't be afraid to ask for help in getting started.
- Explore how other nonprofits use social media.
- Determine the right combination of social media outlets for your organization.
- Keep your social media outlets updated.
- Invite communication from your audience.
- Listen to what others are saying about your organization; respond graciously and encourage transparency.
- Promote your social media tools.

How OneStar is utilizing social media

- **Facebook:** www.facebook.com/onestarfoundation
- **Twitter:** www.twitter.com/onestardn
- **Blog:** blog.onestarfoundation.org
- **LinkedIn:** www.linkedin.com/groups?gid=1790675

Additional resources

- **Beth's Blog:** How Nonprofit Organizations Can Use Social Media to Power Social Networks for Change
 - beth.typepad.com
- **Mashable:** Guide for Social Media - www.mashable.com/social-media
 - Twitter Guide Book: www.mashable.com/guidebook/twitter
 - Facebook Guide Book: www.mashable.com/guidebook/facebook