
Staying Connected

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Advancing Social Change for Nonprofits Worldwide

Where we stand

- The program office will no longer be your hub
- You want to stay connected
- You want to share ideas, information and opportunities
- You're thinking about social media as a way to do it

Making it work

- Social media lowers the barrier to communication
- But... it won't communicate for you
- Beyond a space to communicate, need a plan for using it
- Let's look at some ideas...

Ideas: Google Groups

Create a listserv for sharing among the group

■ Advantages

- ❑ One easy email address that goes to the group
- ❑ Send articles, questions, opportunities and more
- ❑ No new passwords, websites to remember
- ❑ Archives all messages and documents
- ❑ Custom settings for receiving messages

Google groups

Ideas: WebEX Brown Bags

Host periodic, informal gatherings online

■ Advantages

- As frequent – or as infrequent – as you want (monthly? quarterly? as needed?)
- Easy forum for discussion – like sitting around a conference room table
- Participate with full video or just a phone
- Save the discussion and send it to the full group

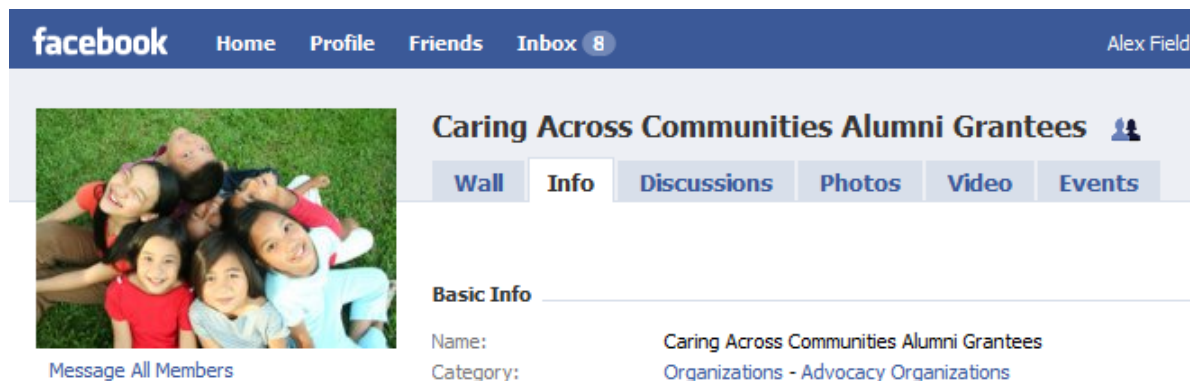


Ideas: Facebook

Create a space on a site you already visit

■ Advantages

- ❑ Majority are current facebook users
- ❑ Easily post comments, links and multimedia
- ❑ Connect with similar groups on facebook
- ❑ Low-effort way to stay connected



Developing Our Approach

- How: The plan for staying connected
- Where: The space and tools we'll use



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