



Description: Users send short messages (no more than 140 characters) through the Twitter site to other users.

Site: www.twitter.com

Information needed to sign up: full name, user name, email address, password

Glossary:

- **Followers:** Twitter users who are following you; your tweets will appear on their Twitter homepage.
- **Following:** Twitter users you have decided to follow; their tweets will appear on your Twitter homepage.
- **Twitter Search:** Search engine allows users to search for relevant topics (i.e. local energy, solar, Copenhagen 2009)
- **Twitter Lists:** Users categorize their followers into specific lists (i.e. college buddies, energy committee members)
- **# (hashtag):** Users put the hashtag (#) directly before a word or phrase to identify it and make it easier to search and share (i.e. #localenergy, #vt, #NEGEF).
- **@ (at):** Users put the at symbol (@) directly before a Twitter username to direct their tweet at that specific user.
- **Direct Message:** Users send private messages to one or more Twitter users (these are not posted as tweets).
- **Favorites:** Users store/bookmark favorite tweets.
- **Retweets:** Users can repost another user's tweet to their own network of followers—this unites different networks.

Helpful Hints:

- Contacts from Yahoo!, AOL or Gmail can be automatically identified by Twitter.
- By going to Setting → Design, groups can customize the look of their Twitter page to fit their mission.
- Monitor your group through twitter search (search.twitter.com)
- Recruit volunteers by posting events/opportunities
- Promote larger campaigns or events through hashtags
- http://act.ly uses your twitter followers to promote petitions, events and internet activism
- Retweet to help others reach a broader audience
- Tweetups are organized events where folks following each other on Twitter actually meet in person and do stuff (!)
- http://bit.ly or www.tinyurl.com to shorten longer URLs
- Twitalyzer.com gives your Twitter stats
- Always hashtag your group's name, event, campaign, etc., and get your followers to do the same
- Save commonly used searches

Notes/Ideas for use:



Description: Users create profiles and connect to, and share, peer networks.

Site: www.facebook.com

Information need to sign up: full name, email address, password, gender, birth date

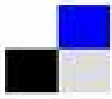
Glossary:

- **Profile:** A user's homepage. You can add many tabs to your profile (Wall, Info, Photos, Discussions, Links, Notes) depending on what content you'd like to display.
- **Friends:** A user's network of friends, colleagues, acquaintances, friends of friends, etc. with their own Facebook profiles.
- **Wall:** A tab within the profile; constantly updated log of activity on Facebook (who you become friends with, links you post, causes you join, public messages to other users)
- **Wall Posts:** Public messages that are posted on a user's wall. May be simple messages, or links to other articles
- **Status Updates:** Like twitter, short messages in which users describe what they're up to.
- **Groups:** A Facebook application that allows for multiple Facebook users to identify as a group and interact together on one page.
- **Fan Pages:** A Facebook application that allows for all Facebook users to learn about a person (usually celebrities) or an organization.
- **Fans:** Facebook users who identify as supporters of a Fan Page
- **Causes:** A Facebook application that allows for individual Facebook users to start a fundraising campaign and ask their network to join.

Helpful Hints:

- Contacts from email servers can be searched for, and Facebook will suggest that you befriend certain users based on your contacts, your biographical info, friends of your friends.
- Facebook comes out with many new applications all of the time—use the search bar for help/questions.
- Add your blog feed through the Notes application.
- Put relevant applications on your profile tabs.
- Add group events to your fan page.
- Facebook Fan Pages may take a few days to surface—once you've created one, you can update it but it might not be found through a search on Facebook for a few days.
- Be intentional and fun about the content that you post.
- Use photos and video to capture users' attention.

Notes/Ideas for use:



del.icio.us

Description: Users indicate which websites are interesting to them and store, share and rank the links in a central location

Site: www.delicious.com

Information Needed to Sign Up: Yahoo! ID & password

Glossary:

- **Bookmark:** A way to save/demarcate website URLs to get to them more easily.
- **Tags:** Users freely assign keywords or phrases to bookmarks to describe/organize/classify the content for the user.
- **Subscriptions:** Users subscribe to a specific tags to find other's bookmarks and favorite web resources.
- **Network:** The group of Delicious users with whom you're connected, a way to facilitate the sharing of bookmarks.
- **Bookmark Rank:** A number assigned to a bookmark based on the number of users who have bookmarked it.

Helpful Hints:

- Keep your tags consistent and make sure others in your network use those tags.
- Use the "Send" button to send bookmarks to other users and get other users to tag/bookmark your sites.
- Take your time to look at your friends' tags—the power of the this tool is aggregate.
- The more people that bookmark a web resource, the higher the rank (and the higher the visibility) for that resource.
- Send your group's delicious link as a way to share top resources with your audience (i.e., include the delicious link in your newsletter to get readers to check out your favorite resources and articles)

Notes/Ideas for use:



Description: Users maintain their own site where they post media stories, links to other sites and editorials.

Site: www.blogger.com or www.wordpress.org (there are many others out there!)

Information Needed to Sign Up: Gmail Account (Blogger), Download & HTML (Wordpress)

Glossary:

- **Weblog:** Where the term "blog" originated
- **Blog Post:** An entry created by the blogger, content varies (articles, editorials, lists, links to other sites or news stories)
- **Comments:** A response to a blog post from another blog user or a visitor to the blog.
- **Subscription:** Users subscribe to certain blogs and to keep updated through RSS Feeds.
- **RSS Feed:** Stands for "Really Simple Syndication". Any web user can sign up for an RSS feed on any blog to have new blog posts feed directly into their email (posts show up as individual emails) or into their RSS reader (see below).
- **RSS Reader:** A web-based or email program-based news reader to which blog subscriptions are sent.

Helpful Hints:

- Blogger and Delicious can work together—you can post your Delicious bookmarks on your blog.
- Be personal, share your perspective. That's what keeps it interesting.
- Know your audience.
- If you want editorial control, don't allow anonymous comments, or make sure there is a moderator functionality (moderator/blogger approves all comments before they appear).
- If you do allow comments, always respond to them.
- Link other web stuff (Facebook pages, Twitter) on your blog.
- Encourage readers to subscribe to your RSS Feed.

Notes/Ideas for use: