

# LWV Online: Web, Blogs & Social Networking

November 2009

## Purpose

This guide is intended to provide support for State and Local Leagues as they establish a presence online. Although Leagues' needs and capabilities will always be different, with a basic understanding of some of the benefits, trends and pitfalls of online organizing, each League will be better able to confidently manage its online presence and, ideally, maximize visibility, engage members, connect with other Leagues online, and attract new members and supporters.

**Part I:** Guidance

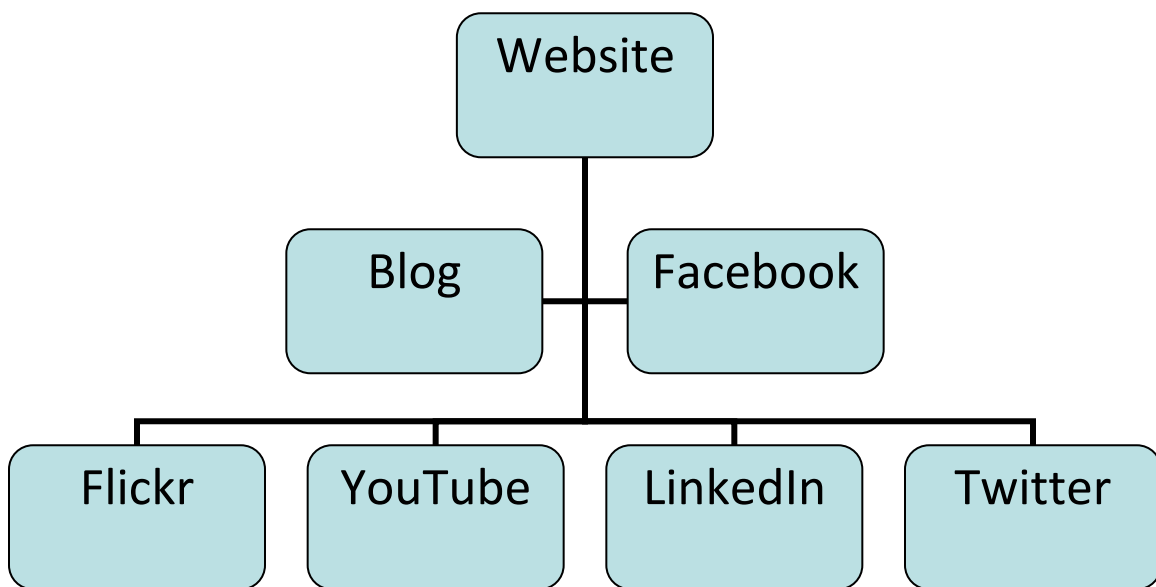
**Part II:** Website

**Part III:** Blogs and Blog Guidance

**Part IV:** Social Networking and the League

**Part V:** Social Networking Platforms

**Part VI:** For more information



# I. GUIDANCE

The following guidelines are intended to help protect both the writer and the League she or he represents (Local, State, and National) from unintentionally harming the League brand, name or reputation. Within reason and by following these guidelines, Leagues should feel armed with the confidence and freedom needed to begin experimenting with a Website, blog and other social media.

**For any Web post, Blog entry, Facebook post, Tweet, etc., League writers must:**

- 1. Maintain a good reputation.** Reflect the League values of civility, respect for others, and nonpartisanship in all writing.
- 2. Speak with “One Voice.” Know and be faithful to the League’s positions.** Be careful to never use the name of the League when expressing an opinion contrary to a League position. Make sure you have authority to speak on behalf of your League and that all content has been properly vetted through your League’s established approval process.
- 3. Remain nonpartisan.** When in doubt, consult the League’s nonpartisan policy: The League is nonpartisan in that it never supports or opposes any political party or candidate. The League may, however, support or oppose particular ballot measures in line with positions adopted as a result of study and/or consensus reached on program issues. Individuals within the League are encouraged to actively support the political parties or candidates of their choice unless they hold sensitive League positions. Each League board adopts its own nonpartisan policy which interprets for its members and the community any restrictions it places on the political activities of its board members.
- 4. Develop a credible voice** through engagement, humility, authenticity and transparency. Respond to legitimate user/member/reader concerns in a timely manner, and make sure contact info—an email or a link back to the League’s contact page on its website—is readily accessible.
- 5. Brand your site with an appropriate and official League logo.**
- 6. Use the full name of your League.** Whenever creating a user-name or an account online—such as a Facebook Group or Page, or a MySpace, Flickr, YouTube or Twitter account, be sure to specify which League you represent by using the full name and state of your League. For instance, “League of Women Voters of [town/county/state].” “League of Women Voters” or “LWV” may be confused with other Leagues or LWVUS; use your League’s full name and state so your members know which group to join or which page to follow.
- 7. Use common sense and good judgment.** Refrain from writing, posting, blogging or tweeting anything, including photos or video, that could be perceived as reflecting partisan, sexist, gender, sexual orientation, racial, religious, ageist, ethnic or other bias or favoritism that could be used to tarnish the League’s reputation or credibility.
- 8. Protect confidential information and relationships.** What we do on social networks should be presumed to be publicly available to anyone. Avoid identifying or discussing private citizens, readers, or members unless you have their permission. Remember that League websites and other social media are not restricted to League members, and as such, any information pertinent only to League members should be restricted to Members Only sections of websites, or private, password-protected or invitation-only blogs.
- 9. Protect your privacy and resources.** Never post personal information online. Criminals can piece information together from different sites to impersonate you or someone you know, or re-set passwords. Criminals can also send “phishing” emails that appear to come from a friend or other trusted source—these emails can even appear to come from another League. Never click on a link unless you are absolutely sure who it came from, and

be wary of emails that say there is a “problem” with one of your accounts. These links could take you to sites that look exactly like Facebook or Twitter, except when you log-in, your password is copied and used to hack into your account, or to launch a virus that can infect your computer or website.

**10. Heed security warnings and pop-ups.** If your security software sends you a message like, “A process is attempting to do ryxe.exe. Do you want to allow this?” – never say “yes” unless you know these actions are safe.

**11. Respect Copyrights and Fair Use.** Always give proper credit for others’ work, and double check that you have the right to use something with attribution before you publish.

## II. WEBSITE

### Step 1: Establish a website

All Leagues should have a website that is updated regularly. Other social media, such as a Facebook page or a Blog, are not useful until a website is established with a maintenance plan in place. The League, in conjunction with the League of Women Voters of California (LWVC), has streamlined this process through a program called League Easy Web, or LEW. Get started with LEW in three easy steps:

1. Go to [www.LWVnet.org](http://www.LWVnet.org).
2. Meet real LEW users: All users are linked to on the Web site – you can browse and contact them.
3. Try it out for free by emailing: [support@LWVnet.org](mailto:support@LWVnet.org).

LEW representatives are available to provide ongoing support for any issues that may come up.

### Step 2: Get experienced information

In the For Members section of the LWVUS Website there is additional extensive information and tips for local and state League websites, including Domain name, readability, navigating, testing and maintaining websites and sample Join Us messages and templates. To read or download this information, [click here](#).

## III. BLOGS & BLOG GUIDANCE

### What are blogs?

**Wikipedia says:** A blog is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. “Blog” can also be used as a verb, meaning to maintain or add content to a blog. The ability for readers to leave comments in an interactive format is an important part of many blogs.

**Blogs exist on virtually every topic**—from pets to politics to products—and they are a fast-growing way for people to come together to share experiences, views and resources. Blogs can be a place to post more detailed information about an organization, share stories, showcase awards and victories, and more. Blog posts can be linked to from a homepage, or from other social media sites like Twitter and Facebook to give the content greater visibility.

### Why do blogs matter to the League?

- There are 112 million blogs, with 120,000 new ones appearing each day.
- Some major political blogs are now considered as trustworthy as traditional media sources, and maintain a vast and faithful readership.

- Major nonprofits are now using blogs to shape the debate on issues. They are creating their own blogs and commenting on others to get their message out.
- Blogging may have a positive impact on search engine rankings. Search engines—like Google, Yahoo and Bing—rank websites based on an algorithm that measures factors such as key words, frequency and location of key words on a page, and number of people who click on that website after a search. For instance, when someone enters “women, voters” into a search engine, a League of Women Voters website or blog will appear closer to the top of the listings on the results page depending on a search engine’s ranking of that LWV page.

At this time, LWVUS/LWVEF does not maintain a blog, however, the option remains a possibility for the future. The League’s nonpartisanship policy is sacrosanct, and there is some concern regarding our tradition and policy of “speaking with one voice.” Leagues considering blogging have struggled with establishing policies that control the partisan commentary that can find its way into the conversation. Although LWVUS/LWVEF does not intend to start a blog in the immediate future, we hope these guidelines will serve as a model for Leagues that wish to delve into blogging.

### **But first, a note on Blog Comments:**

An **open blog** is a blog that allows virtually unrestricted public comment. A **closed blog** is a blog that allows only designated people (e.g. assigned staff or board members) to post to it. Comments by others can be either filtered (i.e. approved by someone before they appear online) or hidden completely.

**Open reader comments do not work for every blog—nor should they be considered the thing that makes or breaks a blog.** There are many successful blogs that do not allow public comments, but encourage readers to contact the blog authors with comments and suggestions. Blog authors can then choose to respond to certain comments privately through email if necessary—or publicly on that blog. One way to do this is to dedicate a post each week to respond to reader comments. For example, to protect the identity of the commenter, you can say: “A Reader Writes: ....,” and then respond accordingly to that comment, or just publish some of the best comments of that week—whether positive or negative. You can also choose to respond generally to comments without quoting them verbatim.

**There is no right or wrong way.** It is just something to keep in mind if reader comments become the issue that would prevent a League from pursuing what could otherwise be a successful and rewarding endeavor.

### **Guidelines for creating and maintaining a League blog:**

- Determine the goals and audience of the blog, and create a plan to cover the topics that fit with those goals and audience.
- Assign a dedicated person to update the blog regularly.
- For League posts, follow the policy on Media Contact and Spokesperson Policy contained in the policy manual (M-4) or your League’s equivalent.
- Establish a writing, editing, and approval process prior to the creation of the blog to streamline production of items for the blog.
- Develop a strategy for bringing visibility to the blog—and execute it.
- Determine whether the blog will be an “open blog,” a “closed blog,” or a blend. This is one of the key decisions a League should discuss at length prior to launching a blog.
- Develop a policy and process prior to the creation of a blog that permits comments for removing inappropriate/irrelevant comments or postings from the blog. Whatever the League chooses, the blog managers must develop a process and stick to it—and this may mean moving out of the comfort zone of controlling everything that is placed online in a “League space.” This is by far the stickiest point that any League would have to hash out ahead of time.
- Establish guidelines for what constitutes “inappropriate” comments.
- Establish a periodic process for measuring or assessing the success or failure of the blog to meet its goals. This may include measuring the number of comments posted, the number of hits on or unique visitors to its web page, etc. Google analytics offers an easy tool to track visitors to your blog each day, and over an extended period of time.

## Guidelines for League posting to non-League blogs:

- For League posts, follow the policy on Media Contact and Spokesperson Policy contained in the policy manual (M-4) or your League's equivalent.
- Tailor the message to fit with the blogger audience, while maintaining advocacy priorities, education fund goals, and overall communications strategy.

## IV. SOCIAL NETWORKING & THE LEAGUE

**What is Social Networking?** Social network sites (Facebook, Twitter, etc.) allow people to build a network or online community. A social network site will usually provide various ways for users to interact, such as IM (chat/ instant messaging), email, video sharing, photo sharing, blogging, discussion groups, etc. There is usually a way to connect with friends (by allowing users to create a detailed profile page), and users can make new friends through shared interests or activities.

**Why is it important to the League?** The National League and hundreds of Leagues across the country have also begun experimenting with social media. Besides the fact that it is becoming the primary way to stay in touch with personal contacts, social networking sites are also an important way for nonprofits to reach out to audiences we're currently missing—and connect with those we already know. Social networking is a fantastic tool for nonprofits because it is inexpensive, it can allow an ongoing, interactive dialogue between the organization and the people it serves, and gives passionate people a platform to talk about causes and organizations that they care about. (Source: "causepr" blog; Jan. 08) Social networking sites are the new way of bringing about grassroots action—petition drives, event organization, online fundraising and issue advocacy. It's too early to know exactly how they will change the landscape of nonprofit fundraising and cultivation, but it is important to get our foot in the door now and take part.

## TIPS FOR LEAGUE SOCIAL MEDIA<sup>1</sup>

- 1. Get to know the platform personally first.** Before developing a League-specific page, blog or account online, familiarize yourself with that medium. Create a personal Facebook page, read blogs from other respected organizations, follow some friends or favorite public personalities on Twitter. This will help you understand the tone and cultures of these outlets, and how best to adapt them for your League.
- 2. Pick the right social networks.** There is no reason to join every social network until you know what works best for your League. Research a bit, and then experiment with different platforms until you find the right fit for your needs and goals.
- 3. Be Transparent, and Be Yourself.** Always remember that you represent the League and its members, but don't be afraid to use your own words or let a bit of personality come through—especially if you're writing as the League President. When you write about a League event or campaign, redirect readers back to the League's position, or briefly state why the issue or event is important to your readers. Hyperlinks back to the Local, State or National League's websites are useful here.

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<sup>1</sup> Partially adapted from "10 Social Media Tips," Kodak's Chief Blogger

4. **Post frequently... but not too frequently.** Social networking and blogging take a lot of time, but don't go on vacation and leave followers wondering if you're ever coming back. Likewise, don't post updates five times a day unless you have something valid to say. Respect your readers by providing content that is relevant and useful.
5. **Activate your network.** Make sure to ask your supporters to show their support from time to time, whether it's contacting their elected officials, signing a petition, becoming a member, or donating to your League. Be specific in your ask and they will be more likely to participate again.
6. **Respond to questions and listen to feedback.** Within reason, answer questions and respond to concerns, especially from League members or supporters. You can also thank people for their support or readership, and ask for feedback.
7. **Learn from mistakes.** No one is a genius at social networking right away. Stay non-partisan, remember that you represent the League, and do the best you can with everything else. Adapt and make changes if something isn't working, and ask others for advice.
8. **Be external.** Link to articles, events or other information from League partners, relevant media or other blogs. Not every tweet, Facebook post or blog has to be 100% about the League (although it should make sense to your readers why you're sharing the info). See the post below from the League of Women Voters of New Jersey



**League of Women Voters of New Jersey** Television host Steve Aduabato Jr. interviewed the three candidates on his show "On the Line: Decision 2009" [http://www.nj.com/news/index.ssf/2009/10/nj\\_gubernatorial\\_candidates\\_go.html](http://www.nj.com/news/index.ssf/2009/10/nj_gubernatorial_candidates_go.html)



**N.J. gubernatorial candidates Gov. Corzine, Daggett, Christie spar in TV forum | New Jersey Real-Tim**  
 Source: [www.nj.com](http://www.nj.com)  
 Saed Hindash/The Star-Ledger New Jersey Gov. Jon S. Corzine, left, greets Republican challenger Chris Christie as Independent candidate Chris Daggett, center, looks on before their first debate in Trenton.

3 minutes ago · Comment · Like · Share

for an example.

9. **Don't be afraid to ask for help.** There are a number of websites out there specifically designed to help non-profits and other organizations participate efficiently on social networks. Mashable.com, nten.org, and Beth Kanter's blog— [beth.typepad.com](http://beth.typepad.com)—are great resources, but you may also have an "expert" in your own family, or among your local League members.
10. **Take Advantage of Multimedia Opportunities.** If a social media platform allows you to post video, photos or other multimedia, take advantage. It will keep your fans interested in following your page, and get your information out to a larger audience. Make sure that all video, photos and other multimedia are in good taste, non-exploitative in nature, and that you have permission to re-post (if content is not directly owned by the League already). When posting League multimedia, do not edit the content unless it is within your power to do so; for example, debates should never be edited.

## PART V: SOCIAL NETWORKING PLATFORMS

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

**“Facebook’s mission is to give people the power to share and make the world more open and connected.”**

**“Facebook is changing the way we communicate with our friends, and with our grandparents. It’s also changing politics. Every major candidate has a page.”**

– Facebook founder Mark Zuckerberg.

**Via Wikipedia:** Facebook is a social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves.

### **Why Facebook matters to the League:**

- More than 300 million active users making it the most-used social network.
- More than 120 million users log on to Facebook at least once each day.
- The fastest-growing demographic is women 35 years old and older.
- Potentially viral—Facebook facilitates “friend-raising that leads to fundraising.”

Sources: Facebook.com; Kodak’s “Social Media Tips: Sharing Lessons Learned to Help Your Business Grow.”

The National League a Facebook page in August of 2009 to connect our members and supporters to our mission, resources and brand. Whatever we do at the National level, we can increase support, visibility and participation by translating that message on our Facebook page. Our “Fan” page is in addition to our Facebook Causes Page, which was created in December 2007 and still exists.

### **Page vs. Group vs. Causes**

Groups, Pages and Causes are ways for non-profits to exist on Facebook. One is not necessarily better than the other; the mode you choose will depend on how you prefer to communicate with your members.

- **Pages** are considered official, so you must be authorized to create a Page for your organization; whereas;
- **Groups** are unofficial—so fans of a celebrity or a product, for instance, can create a Group in honor of that celebrity or product without being the official spokesperson.
- **Causes** is an “application” created by a third-party; the application is not owned by Facebook, and is a private company that helps non-profits securely raise money through Facebook.

**PAGES: What can our page do?** Educate. Share news. Call to action. Fundraise. Connect.

Facebook Pages can be thought of in much the same way as normal profiles on the site: non-profit pages have “fans” (as opposed to friends), they can add pictures, and they have walls where fans can post comments or messages. Pages communicate by “updates” that show up on LWVUS’s Facebook profile page, and on our fans’ newsfeeds (Facebook’s homepage essentially). “Fans” of LWVUS on Facebook receive an update in their newsfeeds whenever we update the LWVUS page, similar to what your own Facebook friends see when you update your personal page. Pages can link to applications as well, such as a Cause page, and LWVUS is in the process of creating specialized tabs that will call attention to specific programs or actions, such as health care reform, climate change or Quest for a More Diverse Judiciary. (Adapted from Mashable.com.)

Page administrators can and should set a “vanity” name for their Facebook URL—for instance, LWVUS’s Facebook page can be found at [www.facebook.com/leagueofwomenvoters](http://www.facebook.com/leagueofwomenvoters). This will make it easier to link to your page and attract

more fans. Be careful because Facebook will only allow you to create this URL vanity name one time—so double-check whatever you choose is spelled correctly and makes sense for your League.

Some other examples are:

<http://www.facebook.com/redcross>

<http://www.facebook.com/humanesociety>

<http://www.facebook.com/confirmsotomayor>

Below is a screenshot of the LWV-US Facebook page, found online at [www.facebook.com/leagueofwomensvoters](http://www.facebook.com/leagueofwomensvoters).

The screenshot shows the Facebook profile page for the League of Women Voters of the U.S. The page layout includes a cover photo area with the LWV logo and the text "LEAGUE OF WOMEN VOTERS® www.lwv.org". Below this are options to "Edit Page", "Promote Page with an Ad", and "Add Fan Box to your site". The main content area has tabs for "Wall", "Info", "Photos", "Causes", "Notes", and "Discussions". A post creation box is visible with the text "What's on your mind?". Below the tabs, there are two posts. The first post is titled "League of Women Voters of the U.S." and contains the text: "Are your friends and loved ones registered to vote? Voter registration deadlines begin passing in some states on October 4th, so now is the time to act. Go to [www.vote411.org](http://www.vote411.org) and click on Register to Vote." It includes a "VOTE411.ORG" link and a timestamp of "October 1 at 9:55am". The second post is titled "League of Women Voters of the U.S." and contains the text: "League responds to the Senate Finance Committee's failure to protect consumer choice and control costs by defeating amendments to include a public option in health care reform legislation." It includes a "www.lwv.org" link and a timestamp of "September 30 at 8:21am". The page also shows a "Post Quality" score of 11.0 and 38 interactions this week.

### To create a Page,

1. Go to the LWVUS Facebook page at [www.facebook.com/leagueofwomensvoters](http://www.facebook.com/leagueofwomensvoters). (You must already be a Facebook user with a personal account and authorized to create a Page for your League.)
2. Find the Boxes that go down the left-hand side of the page (Causes/ Photos/ Links, etc.).
3. Scroll down to directly under these boxes—under the “Links” box—and you’ll see a link that says “Create a Page for My Business.” Click on that link.
4. You’ll see three options under Category.
5. Click on the 2<sup>nd</sup> option that says “Brand, Product, or Organization.”
6. Click on the scroll-down tab and select “Non-profit.”



7. Then in the “Name of Products” box—type in the full name and state of your League, e.g., League of Women Voters of the Cape Cod Area, Massachusetts.
8. Verify you have the right to create this page for your organization by checking the authorization box and typing your name.
9. Hit “Create Page” blue button.

**GROUPS:** A Group has “members” who you, as one of the Group Administrators, can contact by sending messages, but who will not necessarily know what you’ve posted to your Group page until you message them.

**To create a group,** go to [facebook.com/groups/create.php](https://facebook.com/groups/create.php) (first make sure you are logged-in to Facebook), then fill in information about the type of group, and decide if it is open to a particular network (such as a city or University network) or all of Facebook. Note: When choosing a name, be sure to use the full name and state of your League, for example “League of Women Voters of (place, state).”

You can set join permissions on groups so that they are either open to anyone, closed (where users must get administrator approval to join) or secret (invite only). Groups have administrators that manage the group, approve applicants or invite others to join. Administrators can also appoint “officers” who are nominally in charge – however, being an officer doesn’t mean the person has the ability to administer the group. Administrators, and sometimes group members, can invite others to join the group via Facebook mail and email, and public groups can be found via Facebook search.

**To invite people to join a Group,** click on the link below the LWV Icon (top right-hand side of your group’s page) that says, “Invite People to Join.” You should see a page come up with all of your current (personal) Facebook friends, whose pictures you can select and then hit “Send Invitations” (the blue button at the bottom of the page). **To invite people to join via email,** enter their email addresses into the box just below the box with your friends’ pictures (make sure all email addresses are separated by a comma), and then hit Send Invitations.

**The National League does not currently have an official Group page at the moment.** Below is an example of a League’s group page:

League of Women Voters of Utah

### League of Women Voters of Utah



Wall

Info

Discussions

Photos

#### Information

Category:

Organizations - Political Organizations

Description:

The League of Women Voters is a nonpartisan political organization that encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy.

Privacy Type:

Open: All content is public.

#### Members

6 of 114 members

See All



Lauren Barros



Eleanor Goshgarian-Muth



June Hussein Taylor



Kathleen McDermott



Jessica Briefer French



Diane Wallace

#### Officers

Sandra Peck (XMission)  
Director

Kathy Dorn



**Katharine Biele** This is not an official alert, but some information from Melissa at the Family Investment Coalition about the need for child care dollars. I think some of you may want to respond.

- Sandy

To prevent reductions in programming with the budget cuts, DWS has been using Temporary Assistance to Needy Families (TANF) funds to m...[Read More](#)

March 5 at 9:20am · [Report](#)



**Katharine Biele** E-mail for House:

I am writing on behalf of the League of Women Voters of Utah to request that the House Rules Committee assign HB440, Nuclear Power Generation and Distribution, sponsored by Representative Jay Seegmiller, to a committee for a hearing. The development of Nuclear Power in Utah will be a controversial and...[Read More](#)

March 1 at 6:14pm · [Report](#)



**Katharine Biele** The following e-mail was sent to the members of the House Rules Committee (for HB440) and Senate Rules Committee (for SB42). Individual lobby corps members and observers may also want to notify these committee members about these bills.

E-mail for Senate:

I am writing on behalf of the League of Women Voters of Utah to ...[Read More](#)

March 1 at 6:13pm · [Report](#)



**Katharine Biele** We need to ask our Senators to vote AGAINST SB69 and HB126S01 which are likely to be debated on Monday.

SB 69 is #15 on the Senate Second Reading Calendar.

HB126S01 is in the Senate Government Operations and Political Subdivisions Committee which meets at 8 a.m.

To call or email your Senator

<http://www.utahsenate.org/pe...>[Read More](#)

**CAUSES:** Any Facebook user can create a cause, recruit their friends into that cause, keep everybody in the cause up-to-speed on issues and media related to the cause, and raise money directly through the cause for **any** U.S. registered 501(c)(3) nonprofit or registered charity. Causes then processes the donations automatically via credit card, tallies the results, and reports the donation activity via a public "scorecard" in the cause.

The League's Cause page can be found [here](#), and a screenshot is below:

The screenshot shows the 'causes.com' website interface. At the top, there is a navigation bar with 'Home', 'Find Causes', and 'Your Causes' dropdown menus, along with links for 'causes.com', 'Account', and 'Help'. A search bar is also present. Below the navigation, a yellow banner promotes a challenge: 'Win \$50,000 for this cause: Enter America's Giving Challenge.' with buttons for 'Enter Challenge' and 'Learn More'. The main content area features the 'League of Women Voters' profile, including its logo, tagline 'Making Democracy Work!', and statistics: '1,222 members' and '\$655 raised'. A navigation menu below the profile includes 'Home', 'About', 'Members', 'Impact', and a settings gear. To the right of the menu are links for 'Admin Center', 'My Impact', and social media icons. A section titled 'FUNDRAISING: League of Women Voters Education Fund' is expanded, showing the LWV logo and a description of the fund as a 501(c)(3) nonprofit. It states that the League encourages citizen participation and works to increase understanding of public policy. Below this, it shows '\$680 raised from 20 causes'. At the bottom, there is a section for 'OUR CAUSE CONTRIBUTION: \$655' and a 'Tell Friends' button. Underneath, 'Top Fundraisers' are listed, including Norman Turrill who has raised \$339. A list of donors is also shown, with Kay Wise donating \$50 24 days ago and Martha Patzer donating \$25 1 month ago.



### What Is Flickr?

Flickr is an image and video hosting website, web services suite, and online community platform. In addition to being a popular website for users to share personal photographs, the service is widely used by bloggers and other organizations as a photo repository. As of June 2009, it claims to host more than 3.6 billion images. While Flickr doesn't offer individual user blogs, it does allow you to join or form groups where members can upload and share photos. League members/event participants/ supporters can also tag their photos on Flickr, for instance, "Census2010" or any other name, and their photos will show up on the LWV photostream on Flickr. (Adapted from Wikipedia)

The League's Flickr page can be found here: <http://www.flickr.com/lwv>

To create an account, go to <http://www.flickr.com/>



### What is YouTube?

**Wikipedia says:** YouTube is a video sharing website on which users can upload and share videos.

#### Facts:

- YouTube will serve 75 billion video streams to 375 million unique visitors in 2009
- Every minute, 10 hours of video is uploaded to YouTube.
- User base is broad in age range, 18-55, evenly divided between males and females.

The League created a YouTube account to host videos, PSAs, how-to's, interviews, and more. We also link to our YouTube account from our Facebook page (via an Application), and on our homepage to create greater visibility overall. It can be found here: <http://www.youtube.com/lwvef>.



### What is LinkedIn?

LinkedIn is a site for creating and maintaining professional contacts. It can be used to reconnect with former coworkers and classmates, find people employed in the nonprofit sector, and obtain professional references. The site, currently boasting 5.5 million users, supports the creation of groups, and has a dedicated category for nonprofits.

The National League is not currently on LinkedIn as an organization. For more information on LinkedIn, go to <http://press.linkedin.com/faq>.



## Twitter

**What is Twitter?** Wikipedia says: “Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author’s profile page and delivered to the author’s subscribers who are known as followers. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications.”

### Facts:

- There are more women on Twitter (53%) than men (47%).
- 93% of users have less than 100 followers, and 92% follow less than 100 people.
- More than 50% of all updates are published using tools, mobile and Web-based, other than Twitter.com. TweetDeck is the most popular non-Twitter.com tool.
- Twitter age demographic—ages: 25-34 - 20%, 35-49 - 42%, 55+ - 17%

Non-profits can use Twitter to quickly share information with people interested in the mission, gather real-time feedback, and build relationships with supporters, members and other people who care about the organization.

The National League is not currently on Twitter. Below are a couple of examples of non-profit tweets, via Mashable.com.

We're responding to ongoing flooding in the Midwest. Get a flood safety checklist and other flood resources here:

<http://tinyurl.com/bnaj2h>

8:42 AM Mar 13th from web



is hearing from a lot of Create The Good community members about giving time rather than \$ in this economy. Keep the inspiration coming!

12:18 PM Mar 4th from TweetDeck



## PART VI: FOR MORE INFORMATION

These websites have great information on non-profits and social media:

[www.nten.org](http://www.nten.org)

[www.mashable.com](http://www.mashable.com)

Beth’s blog at <http://beth.typepad.com>